



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

## Collective Impact

United Way of Rutherford  
and Cannon Counties



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# Why Collective Impact?

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- Most United Ways are losing donors and workplace campaigns are on the decline which creates the need for a new value proposition for the organization
- Community conditions are not improving...key problems stand in the way of many communities' quality of life, which allows for United Way to be a leader in achieving greater community impact.
- The Collective Impact approach is premised on the belief that no single policy, government department, organization or program can tackle or solve the increasingly complex social problems we face as a society.

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# What is Collective Impact

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- Collective Impact is a framework to tackle deeply entrenched and complex social problems. It is an innovative and structured approach to making collaboration work across government, business, philanthropy, non-profit organizations and citizens to achieve significant and lasting social change.

Source: <https://www.collaborationforimpact.com/collective-impact>

# Collective Impact

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Collective impact initiatives involve a centralized infrastructure, a dedicated staff, and a structured process that leads to:

- Common Agenda
- Shared Measurement Systems
- Continuous Communication
- Mutually reinforcing activities
- Backbone Support Organizations (United Way)

Source: Collective Impact by Kania, J & Kramer, M 2011

# Community Impact Transition Process Core Values

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1. Focus on transformation rather than business as usual
2. Transparent throughout
3. Inclusive of key stakeholders
4. Engaging work (meaningful, relevant and exciting)
5. Data-Driven, resulting in measured and sustained impact

# Research & Data

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- United Way Framework
- Neighborhood Focus Groups
- Government Official
- Local Influential Agendas
- United Way Best-Practices
- Indicator Packet
- Neighborhood Surveys
- Local Influential Agendas
- Donor Input
- Interviews



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# BOLD GOALS

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# Bold Goals Take Us.....

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FROM this...	To this...
A fundraising organization	A collective impact model
Individual Program Outputs	Community Wide Outcomes
Funding based on agency strategies	Investing based on Bold Goal strategies
A short to mid-term perspective	A mid to long-term perspective



## THIRD GRADE READING

65% of APS third-graders reading at or above grade level by 2025.

Currently at 38%

## Bold Goal #2

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### COLLEGE & CAREER READY

90% of APS high-schoolers graduating in four years, with 60% college/career ready by 2025.

Currently at 75% and 21% respectively

# FINANCIAL EMPOWERMENT

Financially empower 11,000 people by 2025.

Currently 42,000 people in Akron are considered to be “working poor”

## Bold Goal #4

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# Addiction Prevention & Recovery

Reduce ER visits due to drug overdoses to 1,000 by 2025.

Currently at 2,400 annually

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*Thank you.*