

United Way of Rutherford and Cannon Counties

BOLD GOALS 2030

Strategy Maps

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Strategy Maps

Key & Definitions

UW Role

Strategic positioning

- Lead** UW ownership via running programs and/or coordinating efforts
- Partner** UW working alongside other organizations to achieve goal
- Support** UW provides monetary backing only
- Align** UW understands and contributes to community direction




Approach

The way to succeed

- A&P** Advocacy & Policy
- COMM** Community Engagement
- RFP** Request for Proposal
- UWP** United Way Program
- WRAP** Wrap-Around Services

Rollout

Implementation Timeline

-  Phase 1 – Year 1 (2020-2021)
-  Phase 2 – Year 2 (2021-2022)
-  Phase 3 – Future Priority

Teamwork

Crossover with bold goals, internal departments and external organizations

UW Departments:

- RD** Resource Development
- MKTG** Marketing
- CI** Community Impact

Strategies for Success

BOLD GOAL 1 Substance Abuse and Recovery

Leading Indicator

By 2030, decrease drug-related overdose deaths by 25% to 15 deaths or less per 100,000 people.

Funding: 2021 implementation.

Strategy	Tactics	UW Role	Approach	Rollout	Teamwork
Training for Providers and Policy Makers					
Access to Programming and Treatment					
Early Detection and Prevention					
Family Engagement/Support					
Community Engagement					

Program-Level Outputs:

1. Number of policies promoted, enacted or modified to promote health.
2. Number of individuals trained to provide quality programs, services.
3. Number of individuals served with access to healthcare services and supports.

Program-Level Outcomes:

1. Percent of individuals served who avoid or reduce risky behaviors (alcohol, drug abuse).

Strategies for Success

BOLD GOAL 2 Mental Health

Leading Indicator

By 2030, improve mental health by 25% to 3.2 mentally unhealthy days or less per month.

Funding: 2021 implementation.

<i>Strategy</i>	<i>Tactics</i>	<i>UW Role</i>	<i>Approach</i>	<i>Rollout</i>	<i>Teamwork</i>
Youth Programs and Services					
Wrap-Around Services and Treatment					
Family Engagement					

Program-Level Outputs:

1. Number of policies promoted, enacted or modified to promote health.
2. Number of individuals trained to provide quality programs, services.
3. Number of individuals served with access to healthcare services and supports.

Program-Level Outcomes:

1. Percent of individuals served who report improved mental health.

Strategies for Success

BOLD GOAL 3 Affordable Housing

Leading Indicator

By 2030, 80% or more of households will pay less than 30% of their income on housing (currently at 73%).

Strategy	Tactics	UW Role	Approach	Rollout	Teamwork
Policy and Advocacy					
Availability of Units					
Access to Support Services					
Financial Literacy Education					

Program-Level Outputs:

1. Number of policies promoted, enacted to promote economic mobility.
2. Number of financial sector staff trained to provide quality programs, services.
3. Number of individuals served who access affordable housing, financial products, and services.

Program-Level Outcomes:

4. Percent of individuals served who increase their wages.
5. Percent of individuals served who increase their disposable income by accessing benefits and/or reducing their costs.

Strategies for Success

BOLD GOAL 4 Early Childhood Success

Leading Indicator

By 2030, 50% of children will be kindergarten ready.

<i>Strategy</i>	<i>Tactics</i>	<i>UW Role</i>	<i>Approach</i>	<i>Rollout</i>	<i>Teamwork</i>
Access to Quality Early Childhood Programs					
Training and Engagement of Families/Educators					
Resources from Birth					

Program-Level Outputs:

1. Number of policies promoted, enacted or modified to promote childhood success.
2. Number of early childhood staff trained to provide quality programs, services.
3. Number of children (0-5) enrolled in high-quality early childhood programs.
4. Number of families, caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills.

Program-Level Outcomes:

5. Percent of children (0-5) served who achieve developmental milestones.

Strategies for Success

BOLD GOAL 5 Healthy Eating and Physical Activity

Leading Indicator

By 2030, 30% or less of public school students and adults will be considered overweight or obese (currently at 40% and 33%, respectively).

Funding: 2021 implementation.

<i>Strategy</i>	<i>Tactics</i>	<i>UW Role</i>	<i>Approach</i>	<i>Rollout</i>	<i>Teamwork</i>
Training Opportunities for Healthy Habits					
Access to Nutritious Food					
Increasing Movement/Recreation Options and Opportunities					
Family Engagement					

Program-Level Outputs:

1. Number of policies promoted, enacted or modified to promote health.
2. Number of health sector staff trained to provide quality programs, services.
3. Number of individuals served participating in physical activity and/or healthy food access/nutrition programs.

Program-Level Outcomes:

1. Percent of children/adults served who eat healthier, increase their physical activity, and/or move towards a healthy weight.

Strategies for Success

BOLD GOAL 6 Meeting Basic Needs and Family Success

Leading Indicator

By 2030, 75% or more of households will be above the ALICE threshold (currently at 67%).

Strategy	Tactics	UW Role	Approach	Rollout	Teamwork
Removing Barriers to Employment Opportunities					
Enhancing Education Opportunities for Employability					
Financial Literacy Education					
Resources and Tools for Gaining/Enhancing Employment					
Meeting Basic Needs/Support Services					

Program-Level Outputs:

1. Number of policies promoted, enacted to promote economic mobility.
2. Number of financial sector staff trained to provide quality programs, services.
3. Number of individuals served who receive job skills training.
4. Number of individuals served who access financial products and services.
5. Number of individuals served who receive support services related to meeting basic needs.

Program-Level Outcomes:

6. Percent of individuals served who gain employment.
7. Percent of individuals served who earn job-relevant licenses, certificates, credentials, and/or reach pre-determined benchmarks.
8. Percent of individuals served who increase their wages.
9. Percent of individuals served who increase their disposable income by accessing benefits and/or reducing their costs.
10. Percent of individuals who transition from basic needs support to a place of improved financial stability.

