

# BOLD GOALS 2030

Together, we will make meaningful, measurable improvements in the lives of people in our community by the year 2030.



**Bold Goals 2030** is a strategic vision for making our community a stronger place for everyone who calls it home. Developed by key leaders, experts and community members like you, **Bold Goals 2030** outlines key strategies that will help transform our community by addressing our most pressing needs.

1

**50% or more** of children will be kindergarten-ready.

2018 Baseline » 25.5% of children ready to start kindergarten.  
Source: Murfreesboro City Schools

2

**80% or more** of households will pay less than 30% of their income on housing.

2017 Baseline » 73% of current households are paying less than 30% of their income on housing.  
Source: U.S. Census Bureau

3

**75% or more** of households will be above the ALICE\* threshold.

\*Asset Limited, Income Constrained, Employed 2016 Estimate » 52% of households are above the threshold. Source: United for ALICE

4

**Improve mental health by 25% or more.**

2016 Baseline » Average number of mentally unhealthy days reported in the last 30: 4.2 days/month. Source: County Health Rankings and Roadmaps

5

**30% or less** of public school students and adults will be overweight or obese.

2017 Baseline » 40.3% of public school students are overweight or obese. | 2015 Baseline » 33% of adults are obese. Source: Tennessee Department of Education Source: County Health Rankings and Roadmaps

6

**Decrease drug-related overdose deaths and suicides by 25% or more.**

2017 Baseline » 20 deaths per 100,000 people.  
Source: Tennessee Department of Health

We invite you to contribute your time, talents and resources to solve our community's most difficult problems. UNITED, we can accomplish our community's vision for success.

United Way of Rutherford & Cannon Counties  
3050 Medical Center Parkway, Floor Two | Murfreesboro, TN  
615-893-7303 | [yourlocaluw.org](http://yourlocaluw.org)



# FUNDED PARTNERS

We hold ourselves and our partners accountable to show impact in measurable and lasting ways. We make your dollars go further with strategic investments in the areas of health, education and financial stability that are aligned with our community's **Bold Goals 2030**.

## EARLY CHILDHOOD DEVELOPMENT

### **Ann Campbell Early Learning Center**

- Child Care Program

### **Discovery Center at Murfree Spring**

- PaCE (Building Foundations for Parent and Child Engagement)

### **Interfaith Dental Clinic Rutherford County**

- Healthy Smiles from the Start

### **Nurses for Newborns of Tennessee**

- In-home Nurse Visits Rutherford County

### **Nurture the Next**

- Evidence based home visiting

### **Read to Succeed**

- Youth and Family Literacy

### **Rutherford Co. Primary Care & Hope Clinic**

- Healthcare for Families

### **Special Kids**

- Therapy and Nursing

### **The Family Center**

- Family Resilience

### **Waves, Inc.**

- Waves Early Learning

### **Wee Care Daycare**

- Kindergarten Readiness Services

## FINANCIAL STABILITY

### **Boys & Girls Clubs of Rutherford County**

- Money Matters

### **Dominion Financial Management**

- Get Ready for Homeownership

### **Legal Aid Society of Middle Tennessee**

- Free Civil Legal Services

### **Mid-Cumberland Human Resource Agency**

- MCHRA Youth CAN

### **Nourish**

- Nourishing the Whole

### **Read to Succeed**

- Adult Literacy

### **Rutherford County Habitat for Humanity**

- RCHFH Affordable Housing

### **Stepping Stones Safe Haven**

- Case Management and Housing Stability

### **The Community Helpers of Rutherford County**

- Rent/Utilities Assistance

### **The Salvation Army (Rutherford County)**

- LIFNAV

- Supportive Community Housing

### **Volunteer Behavioral Health Care**

- PATH Program

## MENTAL HEALTH & SUBSTANCE ABUSE

### **Alive Hospice, Inc. - Nashville**

- School-Based Grief in Murfreesboro Schools

### **Big Brothers Big Sisters of Middle TN**

- One-to-One Mentoring Program

### **Boys & Girls Clubs of Rutherford County**

- SMART Moves Boys and Girls Clubs

### **Child Advocacy Center of Rutherford & Cannon Counties**

- Child Abuse and Sexual Abuse Program
- Darkness to Light Community Education
- Drug Endangered Children

### **City Schools Foundation**

- Mental Health Counseling Student Support Services

### **Domestic Violence, Inc.**

- Sexual Assault Services

### **Doors of Hope**

- Mental Health and Substance Abuse Program

### **Insight Counseling Centers**

- Community Access Program

### **Murfreesboro Cold Patrol**

- Housing Stabilization

### **Renewed Life Ministries Outreach**

- Mens Recovery Program

### **STARS (Students Taking a Right Stand)**

- Enhanced Student Assistance Program
- Student Assistance Program

## HEALTHY BEHAVIORS (NUTRITION & OBESITY)

### **Boys & Girls Clubs of Rutherford County**

- Triple Play Boys & Girls Club

### **Cannon County Senior Citizens Center**

- Wellness Program

# PROGRAMS & INITIATIVES

Your support powers our direct services, collaborations and partner programs to address the immediate needs of today and build long-term solutions for tomorrow.



**211** is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve—and save—lives. [yourlocaluw.org/211](https://yourlocaluw.org/211)



**Born Learning Academy** is an engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. [yourlocaluw.org/bornlearning](https://yourlocaluw.org/bornlearning)



**Catalyst** is a program focused on training volunteers to serve in nonprofit leadership roles, such as nonprofit boards, in Rutherford and Cannon counties. Community leaders participate in the program to become engaged in social responsibility through the means of advocacy, giving and volunteerism. [yourlocaluw.org/catalyst](https://yourlocaluw.org/catalyst)



**The Family Collective** is an initiative of the United Way of Greater Nashville, in partnership with the United Way of Rutherford and Cannon Counties. The Family Collective has expanded to Rutherford County through a grant from the Tennessee Department of Human Services. The initiative was established in 2014 to prevent and end homelessness. Families receive at least one core wrap-around service and select the service mix that best meets their needs. [yourlocaluw.org/familycollective](https://yourlocaluw.org/familycollective)



Your local **Imagination Library**, formerly Rutherford Books from Birth and Cannon Books from Birth, builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of Rutherford and Cannon Counties serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. [yourlocaluw.org/imaginationlibrary](https://yourlocaluw.org/imaginationlibrary)



The **Launch Point** initiative connects local industry and community partners to help remove barriers to families obtaining and maintaining living wage employment. Success coaches work with families to identify their goals, develop a plan and connect families to the unique resources needed to thrive. [yourlocaluw.org/launchpoint](https://yourlocaluw.org/launchpoint)



**SingleCare** is a free prescription discount program. Prescription costs are reduced on average by 45%. [singlecare.com](https://singlecare.com)



**Volunteer Connect** is a platform for local agencies to list their volunteer opportunities and needs. Volunteers can sign up for opportunities, connect with local nonprofits and track volunteer hours. Get involved. Make a difference. [unitedwayvolunteer.org](https://unitedwayvolunteer.org)



The **Volunteer Income Tax Assistance (VITA)** program is a financial stability initiative of the United Way of Rutherford and Cannon Counties. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals each tax season. [yourlocaluw.org/vita](https://yourlocaluw.org/vita)

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