

# BOLD GOAL



United Way of Rutherford  
& Cannon Counties

## Financial Stability

By 2030, 75% or more of households will be above the ALICE threshold.

By 2030, 80% or more of households will pay less than 30% of their income on housing.

### STRATEGY

### TACTICS

#### FINANCIAL EMPOWERMENT

Financial counseling services (i.e. budgeting, debt management, credit counseling)

Eviction and predatory lending education

Free tax preparation services

#### HOUSING

Eviction prevention and landlord engagement

Transitional housing and housing pathways leading to permanent housing

Long-term case management (3-24 months) with direct financial assistance

First-time homebuyer education

#### WORKFORCE DEVELOPMENT

Career navigation programs (utilizing a 2Generation approach)

Peer mentor programs

Engage employers in education and training on hiring and retaining the ALICE (Asset Limited, Income Constrained, Employed) population

Workforce development and skills training programs

#### WRAPAROUND/SUPPORTIVE SERVICES

Long-term case management or coaching to help connect to resources and assist clients in obtaining necessary documents to be able to access services

Wrap-around services such as childcare and transportation

Capacity building for Charity Tracker and other community-wide networks of support

SHARED NETWORK FOR CONNECTING RESOURCES  
DIVERSITY, EQUITY AND INCLUSION

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## Early Childhood

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

Kindergarten Readiness is dependent on meeting the needs of the whole child before they enter kindergarten. Ready children require ready communities, ready schools and ready families.



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### STRATEGY

### TACTICS

#### SUPPORTED FAMILIES

*Families are accessing resources to support them in raising their children.*

- Maternal, Prenatal, and Newborn Education
- Educational Support for all Family Members
- Positive Family/Child Interactions
- Family Mental Health
- Business and Community Awareness

#### HEALTH AND DEVELOPMENT

*Focus on wellness for all families to meet health and developmental milestones.*

- Access to Healthcare
- Food Security/ Physical Activity/Safe, Stable and Nurturing Environments
- Prenatal Care
- Social/Emotional Screenings and Services

#### EARLY LEARNING

*Early Learning experiences that include equitable access to educational resources and affordable, quality care.*

- Early Literacy Experiences in the Home and the Community
- Early Developmental Intervention Services
- Supported transitions from pregnancy, to early care and education, to pre-school, and to kindergarten
- High-quality, affordable early learning programs from birth to kindergarten

**DIVERSITY, EQUITY AND INCLUSION INCLUDING ENGLISH LANGUAGE LEARNERS (ELL) SUPPORT**

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## Mental Health and Substance Abuse

By 2030, improve mental health by 25% or more.

By 2030, decrease drug-related overdose deaths and suicides by 25% or more.

### STRATEGY

### TACTICS

#### PREVENTION

Develop projects (i.e. trainings, campaigns) that help sector groups (a church, a place of business, a service organization) implement a culture of positive mental health and wellness practices

Community-based strategies to increase awareness and outreach to destigmatize mental health and increase access to services

Connection to basic needs

#### EARLY INTERVENTION

Co-locating services

Workforce development (address shortage in mental health professionals)

First Responder engagement

Equitable access to school-based programs and services

#### TREATMENT & RECOVERY

Increase accessibility to affordable treatment and services

Workforce Development (increase number of treatment providers)

Increasing access to peer support services

#### DATA COLLECTION & EVALUATION

Standardized data collection

Community level baseline data

Program evaluations

COLLABORATION AND SHARED DATA  
DIVERSITY, EQUITY AND INCLUSION

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## Healthy Behaviors

By 2030, 30% or less of public school students and adults will be overweight or obese.



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### STRATEGY

### TACTICS

#### SUPPORT FOR WELLNESS ACTIVITIES

Physical activity education in schools

Increase awareness of free resources for physical activity (e.g., greenway system, parks, apps, etc.)

Increase access for under-resourced families to local resources, such as swimming pools and gyms

Physical activity for all abilities and ages

#### SUPPORT FOR HEALTHY FOOD CHOICES

Educations for parents and families about food choices

Increase access to community or government resources for healthy foods for families

Increase awareness of community or government resources

#### APPROPRIATE MESSAGING/COMMUNICATION

Interculturally appropriate and inclusive messaging in a variety of languages

Advocacy at the local and state levels for health promotion in schools and the community

Promote health literacy in community and schools

#### MEDICAL INTERVENTION

Creating closed-loop referral pathways

Community Medical Support for under-resourced families

DIVERSITY, EQUITY AND INCLUSION