Collective Impact for a Better Community
UNITED WAY AT A GLANCE

- 10-County Region
- 6th largest United Way in the country; 5th highest per capita giving rate
- $62,115,000 raised in 2016
- 100,000 donors
- Invests in 300+ programs; 140+ agency partners
- Provides United Way 211 and Volunteer Connection services
TRADITIONAL APPROACHES ARE NOT SOLVING OUR TOUGHEST SOCIAL PROBLEMS

ISOLATED IMPACT
- Funders select individual grantees
- Nonprofits work separately and compete
- Evaluation attempts to isolate a particular organization’s impact
- Large scale change is assumed to depend on scaling organizations
- Corporate and government sectors are often disconnected from foundations and nonprofits

COLLECTIVE IMPACT
- All players work toward the same goal and measure the same things
- Cross-sector alignment occurs, with government and corporate sectors as essential partners
- Organizations actively coordinate their action and share lessons learned

Imagine a different approach – Multiple players working together to solve complex issues

Source: FSG
BOLD GOALS FOR OUR REGION BY 2020

**EDUCATION**
- 85% of children will be prepared for kindergarten
- 85% of youth will graduate from high school ready
- 45% of adults will have an associate’s degree or higher

**INCOME**
- 90% of the labor force will be gainfully employed

**HEALTH**
- 70% of adults will report having good health
- 95% of adults will have a usual & appropriate place for health care
260+ BOLD GOALS ENDORSERS
BOLD GOALS DASHBOARD

85% PREPARED
- CPS:
  - 2006: 44%
  - 2007: 45%
  - 2008: 48%
  - 2009: 53%
  - 2010: 57%
  - 2011: 55%
  - 2012: 57%
  - 2013: 52%
  - 2014: 58%
  - 2015: 48%
- NKY:
  - 2006: 53%
  - 2007: 53%
  - 2008: 57%
  - 2009: 55%
  - 2010: 57%
  - 2011: 52%
  - 2012: 54%
  - 2013: 55%

90% GAINFULLY EMPLOYED
- 2006: 91%
- 2007: 91%
- 2008: 90%
- 2009: 84%
- 2010: 83%
- 2011: 84%
- 2012: 87%
- 2013: 87%
- 2014: 89.5%

70% GOOD HEALTH
- 1999: 54%
- 2002: 53%
- 2005: 50%
- 2010: 50%
- 2013: 52%

85% GRADUATED
- SW OH:
  - 2012: 88%
  - 2013: 90%
  - 2014: 89%
  - 2015: 92%
- NKY:
  - 2012: 92%
  - 2013: 92%
  - 2014: 92%
- CPS:
  - 2012: 66%
  - 2013: 74%
  - 2014: 71%
  - 2015: 74%

95% USUAL & APPROPRIATE CARE
- 1999: 82%
- 2002: 82%
- 2005: 74%
- 2010: 80%
- 2013: 82%

45% DEGREEED
- 2006: 35%
- 2007: 35%
- 2008: 36%
- 2009: 36%
- 2010: 37%
- 2011: 37%
- 2012: 38%
- 2013: 39%
- 2014: 40%
Brain Growth Versus Public Expenditures on Children Ages 0-18

Policymakers should invest in young children, where the return on investment is the strongest.

~ Nobel Laureate Economist James Heckman

Source: Rand Corporation
BOLD PROGRESS: CHILDREN PREPARED

- 30% increase in kindergarten readiness in CPS since 2006 thanks to Success By 6 and its partners.
- 90% of children participating in United Way-funded quality early care and education programs are developmentally on track.
- 246% increase in the number of quality-rated early care and education programs in our region since 2007.
- 95% of children participating in United Way-funded home visiting programs are developmentally on track.
Growing Skills Gap

We have jobs . . . if you have the skills

- 25,000+ jobs open today in our region, despite 85,000+ people jobless
- By 2020, 92% of all well-paying jobs in our region will require some postsecondary education or training

Far too many people lack the skills

- Nearly half of our region’s adults lack any education beyond high school
- Unemployment has decreased, yet poverty remains high

Growing Skills Gap

9/10 well-paying jobs that require advanced education

1/2 of our workforce lacks advanced education
WHERE ARE THE JOBS?

12 Largest Growing Occupational Groups in Cincinnati MSA by 2020

- Computer & Math Science
- Business & Financial
- Healthcare Practitioners
- Construction, Install., Maint. & Repair
- Education
- Office & Admin
- Sales
- Production
- Transportation
- Food Service
- Healthcare Support

Annual Median Wage in Thousands, 2010

10-Year Growth Rate

Average = $33,130
More than 10,000 people have been trained for in-demand jobs since 2009 thanks to Partners for a Competitive Workforce and its partner providers.

- 80% obtaining employment; 69% retaining employment for one year; increased annual earnings by $7,500.
- Up to 875% ROI for employers by reducing hiring/training costs, and increasing diversity/engagement.
- In 2015, UW-supported job training programs put 2,500+ people back to work.
POVERTY IS HOLDING BACK PROGRESS

Poverty has remained high across the Cincinnati MSA region for a decade.

Poverty rates are double for African Americans.

200% FPL
CHILDREN 200% FPL
TOTAL 100% FPL
TOTAL


Poverty rates are double for African Americans.
POVERTY IS HOLDING BACK PROGRESS

POPULATION BELOW 100 PERCENT (%) POVERTY IN UNITED WAY SERVICE AREA, 2010-2014

LEGEND
- Ohio River
- City of Cincinnati
- 1 Dot = 50

Source: cite Poverty Status in the Past 12 Months U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates
CAGS boundaries drawn by Gerald Wildmoor & Martha Oram, Map Created by Community Research Collaborative.
POVERTY IS HOLDING BACK PROGRESS
POVERTY IS HOLDING BACK PROGRESS

**EDUCATION**
- 46% k-ready for low-income kids vs. 89% for non low-income kids
- 83% high school graduation for schools with high poverty vs. 94% for schools with low poverty
- 16% poverty rate for adults with less than an associates degree vs. 6% for adults with at least an associates degree

**INCOME**
- 89% of children in families with no workers are in poverty
- 60% of children in poverty in Cincinnati have a parent in the labor force

**HEALTH**
- 32% of those in poverty report excellent or very good health vs. 63% of those above 200% poverty
- 80% of those in poverty report a usual & appropriate place for health care vs. 87% of those above 200% poverty
CHILD POVERTY COLLABORATIVE

- Convened in late 2015 by business, political, and community leaders.
- Building a community-driven, data-informed action plan through community engagement and research.
- United Way is a founder and primary partner.
- Initial goal to move 10,000 children and 5,000 families out of poverty in five years in Hamilton County.
- Initial action plan focused on policy change, employer engagement, and family coaching/navigation.
- Easy to remember, three digit phone number

- 2-1-1 serves as the first point of contact for information and referral to the health and human service delivery system
  - Connects callers to information, services and volunteer opportunities

- Callers can get help or give help 24 hours a day, seven days a week, 365 days a year
  - Certified, well-trained Information & Referral Specialists quickly assess the caller’s needs and refer them to the help they seek

- An easy-to-use searchable database is accessible through our Web site at www.uwgc.org/211
  - Services can be found by zip code, city, category, service, or the name of an agency or program
THANK YOU!