



"Me and You, the United Way."

LIVE UNITED

GIVE.


Invest in your community. ►
EDUCATION. INCOME. HEALTH.

ADVOCATE.

Champion the cause. ►
EDUCATION. INCOME. HEALTH.

VOLUNTEER.

Give your time. ►
EDUCATION. INCOME. HEALTH.




United Way

How Northern Santa Barbara County United Way Works to Advance the Common Good

What is Community Impact?

2009

With our collaborative partners we have targeted the underlying root causes of the problems faced by the people in our community. Our Impact programs are designed to offer resources that Advance the Common Good and build Stable Families, Healthy Children and Independent Seniors.



10-YEAR GOAL PROMOTING FINANCIAL STABILITY

Cut in Half the Number of Lower-Income Families Who Are Financially Unstable

- ▶ By 2018, 1.9 million more working families will become financially stable and able to take the next steps to long-term independence.
- ▶ This 10-year goal means helping these families increase income, build savings and grow assets so they have reduced debt and are working toward a goal that might be stable housing, business, retirement or postsecondary education.

How United Way Works

Our **VITA program**, Volunteer Income Tax Assistance provides free income tax preparation for families earning less than \$42,000 per year. These people are made aware of **Earned Income Tax Credits (EITC)** and child/dependent tax credits that they may be entitled to. The value of a savings plan and goals are also discussed. This year the program had an estimated economic impact of 2.1 million dollars in Northern Santa Barbara County. Our desire is to teach self sufficiency. 51 Volunteer prepared over 800 returns.

New program goals for 2010-Financial education in the workplace. A developed/tested curriculum offered in the workplace with regularly scheduled in home meetings with a financial advisor to focus on specific goals.

**10-YEAR
GOAL**



HELPING CHILDREN AND YOUTH ACHIEVE THEIR POTENTIAL

Cut America's High School Dropout Rate in Half

- ▶ By 2018, 87 percent of high school seniors will graduate on time, up from 73.9 percent today.
- ▶ That increase translates to 560,000 more youth who will receive diplomas in 2018.
- ▶ An ill-prepared 12th grader does not one day magically appear in a cap and gown ready to pick up a diploma. This 10-year goal means we must engage with children and families from birth.

“Failure to graduate hurts our children, damages our economy and weakens our national security position in the world.”

—General Colin L. Powell (Ret.), Founding Chair of America's Promise

How United Way Works

The United Way, CAC, Good Samaritan Shelter and many volunteers offer a 6 week summer enrichment program for homeless children. Our **Fun in the Sun (FITS)** program offers a literacy component to help children maintain academic skills over the summer. Many volunteers and funding are needed for fieldtrips, and experiences to give the children a greater perspective of their world. Our **Born Learning** program has been established to help parents, grandparents and caregivers educate their children in a fun way at an early age so that they can be better prepared to enter pre-school and to prevent them from being high school drop outs. **The Teen Leadership** program is a monthly team building retreat. Together we discuss topics that effect our region, government, economy, youth and health.

New program goals for 2010: to expand **Fun in the Sun (FITS)** to the Santa Maria Bonita and Lompoc school systems and introduce Dolly Parton's Imagination Library.

10-YEAR GOAL **IMPROVING THE HEALTH OF CHILDREN AND ADULTS**

Increase by One-Third the Number of Youth and Adults Who Are Healthy and Avoid Risky Behaviors

- ▶ By 2018, the percentage of youth who are healthy and avoiding risky behaviors will increase from 34 percent in 2005 to 45 percent in 2018—that means 1.9 million more healthy young people.
- ▶ The percentage of adults (age 18 and older) who are healthy and avoiding risky behaviors will increase from 35 percent in 2005 to 47 percent by 2018—that means 29.2 million more healthy adults.
- ▶ Achieving this goal requires us all to become more aware of health risks and the potential effects they have on ourselves and others, starting from before birth. Working to change policies and practices, such as by extending health care coverage, will also enable more people to live healthier lives.

How United Way Works

Healthy for Life is a program in partnership with Marian Medical Center that offers free nutritional workshops focusing on the food pyramid, reading food labels, healthy meal preparation, disease prevention and exercise. **211 is a 24/7 Help Line** offering assistance for human service needs. A few of these services are assistance with housing needs, mental health services, substance abuse, poison control, domestic violence intervention or education, and suicide prevention. **The Prescription Drug Discount Card Program** offers a free discount card to anyone who is uninsured. In one year local families saved an average of \$40,000 per month at local pharmacy's.

Our results contribute to ...



Advancing the Common Good

Create opportunities for a better life by focusing on:

Education

Helping children & youth achieve their potential

Income

Promoting financial stability & independence

Health

Improving people's health

How United Way Works

The building blocks for a good life are a quality education, a stable job and good health for all ages.

Programs and services that build funds and support Basic Needs, Education, Income and Health:

- **NSBC Women's Fund**
- **Circle of Hope – Latinos Helping Humanity.**
- **Financial Stability Partnership – Volunteer Income Tax Assistance**
- **Fun in the Sun**
- **Born Learning**
- **Discount Prescription Card Program**
- **Gifts In Kind**
- **Workplace Campaigns, Special Events (Dress for Success)**
- **2-1-1 Public Education and Public Policy Agenda**
- **Neighbor to Neighbor**

How United Way Works



Many individuals find it convenient to give via payroll deduction. This also helps provide ongoing support to over 65 human service programs and services that address critical issues that our community faces every day.

Goal setting, work together

\$1,000 easy to reach

\$5,000 a little harder, but we employ a marketing professional to help you reach whatever goal you set...Special fundraisers.

Example: Thermometer hard copy in the workplace and on the website.

You Can Make a Difference

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.** 

Workplace Campaign - Donate via payroll deduction

Events - Annual community wide fundraising event

Volunteer Solutions - Give your time to support programs that effectively and cost efficiently make a difference. Annual group volunteer opportunities like Day of Caring are a great team building experience

Products and Contributions – Neighbor to Neighbor – raise funds and/or collect products to support the frontline agencies to prevent families from falling further into crisis.

How United Way Works

Invest in proven solutions and support initiatives. We must all work together to Build a stronger community and Advance The Common Good.

Please Give.



“How wonderful it is that nobody needs to wait a single moment before starting to improve the world.”

—Anne Frank

How United Way Works

Thank you for allowing us to share the needs of our community and ask you for your assistance.