



United Way
of New York State

DRAFT

EDUCATION

Goal: Young children enter school ready to succeed.

Strategies

1. **Quality Childcare:** provide education and training for child care providers, parents and other caregivers to ensure they have the skills needed to ensure school readiness for young children.
Measure: # of child care workers, parents and other caregivers who demonstrate increased skills in working with young children
2. **Early development & school readiness:** promote the cognitive, language, social-emotional and behavioral development of young children and support early detection of developmental delays and/or need for early intervention services.
Measure: # of children demonstrating age-appropriate skills and behaviors (e.g., language and literacy, socio-emotional development, cognitive development)
Measure: % increase in # of children demonstrating age-appropriate skills and behaviors (e.g., language and literacy, socio-emotional development, cognitive development)
Measure: # of children that have participated in early intervention services as a result of early detection

Goal: Children and youth will be successful in school.

Strategies

1. **School participation:** promote appropriate school engagement (attendance and participation)
Measure: # of children and youth who attend school regularly and actively participate in school output if there is no baseline. If there is a baseline the measure could be:
Measure: % increase in the number of children who attend school regularly
Measure: % increase in the number of children who are actively engaged in school
2. **Academic performance:** support the academic needs of children and youth so that they are making satisfactory progress towards grade promotion and graduation
Measure: # of students demonstrating satisfactory academic performance (improved grades in key subjects, standardized test scores, GPA) or graduating.
Measure: % increase in the # of students demonstrating satisfactory academic performance (improved grades in key subjects, standardized test scores, GPA) or graduating.
3. **Family engagement:** aspirational – not widely tracked by United Ways; includes families supporting student school participation and academic achievement. Needs further work.

Goal: Young people are prepared for post-high school engagement through education, employment, and civic life.

Strategies

1. **College readiness:** support for ensuring that youth are prepared to enter and attend college
Measure: # of youth enrolling in, attending and graduating from college.
Measure: % increase in the # of youth enrolling in, attending and graduating from college.

2. **Work readiness:** support for enrollment in and/or completion of alternative education programs (i.e. GED), specialized vocational training programs, credential programs and job training.

Measure: # of participants considered “work ready” as a result of education and skill building activities.

Measure: % increase in the # of participants considered “work ready” as a result of education and skill building activities.

NOTE: This is a close match to the workforce preparation strategy in income and some may report results under income.

3. **Civic engagement and voluntarism:** youth will consider themselves as engaged and valued members of their community.

Measure: # of young people that indicate (via survey) that an increased level of satisfaction and/or feeling of community ownership through civic involvement.

Measure: % increase in the # of young people that indicate (via survey) that an increased level of satisfaction and/or feeling of community ownership through civic involvement.

NOTE: The civic engagement goal is aspirational. There is only limited engagement in this work at the local UW level which can include youth philanthropy, youth volunteer engagement and participation in community life.



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INCOME

Goal: Families secure needed resources to address financial crises.

Strategies

- 1. Basic needs assistance:** providing assistance to families/individuals who are experiencing a financial crisis and are in need of food, clothing, shelter and utility and rental assistance in order to prevent eviction, food insecurity, and or/homelessness.
Measure: # of households avoiding utility disruption and/or homelessness by securing payment plans and/or assistance.
Measure: # of people experiencing food insecurity who are able to obtain a nutritionally balanced supply of food until additional benefits (below) are secured.
- 2. Access to benefits:** ensuring that eligible individuals and families secure government benefits and other income supports. This may include benefits eligibility determinations, screenings, referral to and use of mybenefits.gov and benefits-related advocacy.
Measure: # of eligible families that secure income supports such as Supplemental Nutrition Assistance Program (food stamps), Temporary Assistance for Needy Families (TANF), Home Energy Assistance Program (HEAP), Women, Infants and Children (WIC), child care subsidies (data may also be collected and considered under Education's Quality Child Care strategy), transportation assistance and other non-government supports.
- 3. Free tax preparation:** support free tax preparation services that will facilitate client access to tax refunds, the Earned Income Tax Credit and other tax credits
Measure: # of individuals/families engaged in free tax preparation services
Measure: \$ value of tax refunds secured by persons utilizing free tax preparation services
NOTE: A comprehensive CA\$H NY data survey captures significant detail on existing free tax preparation services. The proposed measure is just a small component of the data already collected and reported.

Goal: Families improve financial stability through increased skills and access to asset building tools.

Strategies

- 1. Financial capacity:** support efforts to increase financial stability through financial education and the use of money management plans and coaching, the appropriate use of banks and credit unions, credit repair, opening savings accounts, and avoiding the use of predatory lenders.
Measure: # of participants who develop and utilize a money management plan to prevent or address financial concerns such as credit repair, debt reduction, etc.
Measure: % increase in the # of participants who develop and utilize a money management plan to prevent or address financial concerns such as credit repair, debt reduction, etc.
Measure: # of individuals utilizing asset building tools such as opening a savings account.
Measure: % increase in the # of individuals utilizing asset building tools such as opening a savings account.

2. **Asset accumulation and maintenance:** promote efforts to build assets that may include vehicles, small businesses and homes along with attempts to maintain assets through various support and foreclosure prevention activities.
Measure: # of households that are able to build assets such as purchasing a home and obtaining a mortgage, contributing to a retirement or education account, making investments and/or reaching a reasonable savings goal through regular contribution.
Measure: % increase in the # of households that are able to build assets such as purchasing a home and obtaining a mortgage, contributing to a retirement or education account, making investments and/or reaching a reasonable savings goal through regular contribution.
Measure: # of individuals meeting personal financial goals.
Measure: % increase in the # of individuals meeting personal financial goals.
NOTE: The CA\$H-NY survey asks about IDAs, bank accounts opened and savings bonds purchased but very few United Ways or their partners even track this. This strategy and measure are more aspirational and have been identified as an area for growth.

Goal: Individuals secure and maintain employment.

Strategies

1. **Workforce readiness:** promote efforts to improve participant employability through adult education and securing credentials coupled with support for “soft skill” training in resume writing, interviewing, job search and job training activities.
Measure: # of participants considered “work ready” as a result of education and skill building activities.
Measure: % increase in the # of participants considered “work ready” as a result of education and skill building activities.
NOTE: Some United Ways may have included youth college and workforce readiness strategies within this category and want to report that data here.
2. **Employment:** support for job placement activities (including internships), subsidized employment, and employment as well as retention activities.
Measure: # of participants who secure employment (including full-time, part-time seasonal and temporary work).
Measure: % increase in the # of participants who secure employment (including full-time, part-time seasonal and temporary work).
NOTE: Employment retention is identified as an area for growth.



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HEALTH

Goal: Families and children will reside in healthy and safe homes and communities.

Strategies

- Promoting healthy lifestyles:** support education and behavioral changes related to nutrition, physical activities and exercise, and access to healthy foods at home and/or educational settings
Measure: # of children and/or adults who engage in a healthy lifestyle (i.e. regular exercise, healthy weight, healthy eating)
Measure: % increase in the # of children and/or adults engaged in healthy lifestyle activities
- Reducing youth risk behaviors:** focuses on reducing high-risk behaviors among adolescents (i.e. alcohol and substance use and abuse, teen pregnancy, violence, delinquency, smoking) through education and positive social engagement.
Measure: # of youth who improve life skills, confidence, and decision-making to avoid or reduce high-risk behaviors (as demonstrated through select measures such as The Search Institute's Developmental Assets or the Youth Risk Behavior Survey).
Measure: % increase in the # of youth who improve life skills, confidence, and decision-making to avoid or reduce high-risk behaviors (as demonstrated through select measures such as The Search Institute's Developmental Assets or the Youth Risk Behavior Survey).
- Family support and care giving:** Emphasizes efforts to prevent or address child and elder abuse and neglect, and family violence. Activities may include training and support for parents (i.e. home visiting) and caregivers to reduce utilization of the child welfare and adult protective systems among others as well as efforts to support senior independence.
Measure: % of parents and care givers that demonstrate (through pre and post tests) individuals increased knowledge of child development, parenting and care giving.
Measure: # of seniors receiving services who are able to remain safely in their homes for as long as possible and are not discharged to a residential care facility.

Goal: Children, youth and adults who access and utilize the health care system.

Strategies

- Engagement with the health care system:** addresses regular engagement (including reducing barriers to regular engagement) with health professionals to address prenatal and regular health care, as well as chronic disease management. This includes the provision of transportation to and from medical appointments, home visits, mental health counseling and/or other health supports.
Measure: # of children, youth, and/or adults who secure health coverage.
Measure: % increase in the # of children, youth, and/or adults who secure health coverage.
Measure: # of children, youth and/or adults who regularly engage with health professionals (including home visits, mental health counseling, etc.).
Measure: % increase in the # of children, youth and/or adults who regularly engage with health professionals (including home visits, mental health counseling, etc.).

Measure: # of children, youth, and/or adults who utilize transportation services to and from medical appointments.

Measure: % increase in the # of children, youth and/or adults who are able to access medical care because transportation and/or other barriers have been addressed.

Measure: # of employers that newly begin to provide some level of health insurance coverage for themselves and/or their employees.

NOTE: This may be more difficult to measure generally but if United Ways are tracking this it will be useful information to have.