

## **United Way Southeast Mississippi Impact Areas, Goals, & Strategies**

### **Impact Area: Education**

1. Encourage early brain development, build kindergarten readiness skills, and work to ensure every child enters school ready to learn.
  - a. Increase access to high quality, licensed child care and pre-K programs, particularly for low-income and educational at-risk children.
  - b. Provide resources, education, and support for families and caregivers to bolster their child's development.
  - c. Collaborate to create and implement a comprehensive and high-quality approach to school readiness.
2. Increase the number of children from low-income families reading proficiently by the end of the third grade.
  - a. Provide resources to support in-school tutoring for grade-level reading.
  - b. Provide resources for after-school and summer learning that improve children's reading skills.
  - c. Incorporate mentoring and one-on-one connections to students to encourage positive in-school behavior.
3. Provide opportunities for quality education services for children with special needs.
  - a. Provide high-quality brain development services from birth to graduation.
  - b. Diversify clients being served by programs intended for children with special needs through intentional recruitment.
  - c. Encourage positive peer social interactions with children in neurotypical settings.

### **Impact Area: Health**

1. Remove barriers to quality and affordable healthcare resources and benefits starting from birth.
  - a. Provide free, public education about health resources available to the community.
  - b. Provide preventative healthcare and treatment to the community's uninsured and underinsured.
  - c. Implement a community baby shower for new and expecting mothers.
2. Treat and address root causes of obesity, diabetes, and heart disease.
  - a. Provide exercise and nutrition programming to most at-risk populations for obesity, diabetes, heart disease, and their comorbidities.
  - b. Find pathways for community members to gain access to healthy food at low- or free-of-cost.
  - c. Encourage young children to establish healthy habits and routines.
3. Provide trauma-informed care to victims of violence and addiction.
  - a. Provide shelter and assistance to survivors of domestic violence, suicide, and other violent events.
  - b. Educate the community to advocate for survivors of abuse and detect the warning signs of abuse.
  - c. Implement wrap-around programs to treat those with addiction to place them back on a path of self-sustainment.

## **Impact Area: Economic Mobility**

1. Support programs placing people on a path to self-sustainment through life- and job-skill preparation.
  - a. Educate clients using financial literacy and money management curriculum.
  - b. Provide job preparation and career readiness opportunities for the unemployed and underemployed.
  - c. Implement long-term mentoring programs for adults seeking to better their circumstances.
2. Assist community members in their efforts to build personal assets and net worth.
  - a. Provide pathways to affordable and sustainable housing.
  - b. Advocate for policy change that removes barriers to financial freedom for low-income households.
  - c. Connect individuals seeking to grow skills and talents to local small business resources and financing.
3. Increase access to affordable financial products to effectively manage money and achieve financial goals.
  - a. Partner with banking institutions to offer low-to-no fee financial products to the banked and underbanked.
  - b. Educate community members on the dangers of payday loans and check cashing
  - c. Increase credit scores through small loan programs.

## **Impact Area: Support Services**

1. Serve the chronically hungry by providing resources to combat food insecurity.
  - a. Support food pantries and their ability to purchase healthy food options for clients.
  - b. Provide food to the elderly and homebound through meal delivery programs.
  - c. Implement pop-up pantries to rural and hard-to-reach neighborhoods.
2. *[Not grant funding eligible]* Coordinate with disaster relief organizations and local emergency planners to develop and implement recovery and response plans.
  - a. Establish a Volunteer Response Center (VRC) in the event of a disaster in our service area.
  - b. Coordinate with local businesses to supply donations to meet immediate needs in disaster areas.
  - c. Utilize the Community Crisis Fund to provide grants to disaster response organizations when needed.
3. *[Not grant funding eligible]* Engage community members beyond the workplace through volunteerism.
  - a. Partner with area nonprofits to identify needs and volunteer opportunities.
  - b. Coordinate individual, group, and business volunteers to meet area organization needs.
  - c. Organize community volunteer days to promote the importance of volunteerism.