

**United Way of Greater Stark County's Mission:** To improve the quality of life in our communities by leading in the development of solutions to critical social issues in the areas of health, education and financial stability.

**Advocacy Key to United Way's Mission:** To further United Way of Greater Stark County's (UWGSC) mission and the Impact Agenda, UWGSC will improve upon its role as a funder by becoming a catalyst of systems change through public policy advocacy on targeted issues. UWGSC will work collaboratively with many partners from the business community, government, media, the non-profit sector, faith organizations and the United Way Worldwide (UWW) network to achieve community impact through advocacy.



## 1 **Childhood Success:** Children are ready to enter school and are successful in primary school.

United Way of Greater Stark County will:

- a. Advocate for increased resources for agencies, programs, services, and initiatives directly related to childhood success.
- b. Advocate for policies that ensure children have the resources they need to promote their early development, transition to kindergarten, and success in primary / elementary school, e.g. parent engagement, access to quality pre-kindergarten, literacy support.
- c. Engage community partners to promote childhood success by training early childhood staff, caregivers and families, by educating the public concerning supports needed to promote early development, transition to kindergarten, and success in primary / elementary school, and by other means.



## 2 **Youth Success:** Youth gain the knowledge, skills, and credentials to obtain family-sustaining employment.

United Way of Greater Stark County will:

- a. Advocate for increased resources for agencies, programs, services, and initiatives directly related to youth success.
- b. Advocate for policies that support (elementary through postsecondary) by helping them gain the knowledge, skills, and credentials essential for success in the workplace (e.g. mentoring, tutoring, skills development).
- c. Engage community partners and volunteers to promote youth success by training youth development staff, caregivers and families, through school- and / or community-based tutoring, mentoring, counseling and job training programs, through educating the public concerning the methods for and the importance of ensuring youth success.

# 2020-21 PUBLIC POLICY AGENDA



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**Economic Mobility:** Individuals and families increase economic mobility and improve their socioeconomic status.

United Way of Greater Stark County will:

- a. Advocate for increased resources for agencies, programs, services, and initiatives directly related to economic mobility, especially for at-risk populations.
- b. Advocate for policies that help individuals get and keep family-sustaining jobs that offer opportunities for advancement and policies that help individuals and families attain financial stability through benefits access and lowered expenses.
- c. Engage community partners and volunteers to promote economic mobility and resource connecting, i.e. job training, affordable housing, VITA, 211, and financial coaching, to facilitate community conversations about poverty and to educate the public concerning the causes and effects of poverty as well as methods of promoting economic mobility.



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**Access to Health:** Individuals and families have access to healthcare and improve their health.

The United Way of Greater Stark County will:

- a. Advocate for increased resources for agencies, programs, services, and initiatives related to healthcare access and healthy living.
- b. Advocate for policies that create healthy systems and environments, i.e. physical and behavioral healthcare promotion, prevention and intervention, health insurance enrollment and navigation, and healthy food and physical activity.
- c. Engage community partners and volunteers by training health sector staff, through educating the public concerning the ways in which access to health can be improved, i.e. disease prevention, active lifestyle, care coordination, trauma/violence education and care, and by other means.



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**Community Engagement:** Diverse residents are engaged to identify priority community issues and develop solutions.

United Way of Greater Stark County will:

- a. Engage community partners to ensure that diverse residents are engaged in the identification of community issues and development of solutions for those issues, i.e. community conversations, Project Blueprint, community issue survey and other means.
- b. Convene public officials, leading organizations and community residents to promote relationship building and mutual understanding of community needs, experiences and priorities.

**Contact us:**

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