



United Way  
of Greater Stark County  
Serving Stark and Carroll Counties

# COMMUNITY IMPACT INVESTMENT PRIORITIES

Given the disproportionate challenges and limited outcomes experienced by families of color, families living in areas of concentrated poverty or families living under the Asset Limited, Income Constrained, Employed (A.L.I.C.E.) threshold, United Way will focus its investments on addressing the root causes of poverty and structural racism, and closing racial and social disparities within the priorities and strategies below:

- Children enter school ready and are successful in primary school
- Youth gain the knowledge, skills and credentials to obtain family-sustaining employment
- Individuals and families have access to healthcare and improve their health
- Individuals and families improve their socio-economic status

## CHILDHOOD SUCCESS PRIORITY - Primarily ages 0-8

Children enter school ready and are successful in primary school. Childhood Success includes efforts to ensure children have the supports they need to promote their early development, transition to kindergarten, and success in primary/elementary school (e.g. parent engagement, access to quality pre-k, literacy support).

### Improved Childhood Success Strategies

- School readiness
- Reading proficiency

## YOUTH SUCCESS PRIORITY - Primarily ages 9-21

Youth gain the knowledge, skills and credentials to obtain family-sustaining employment. Youth Success includes efforts to support in-school youth (elementary through postsecondary) to help them gain the knowledge, skills, and credentials essential for success in the workplace (e.g. mentoring, tutoring, skills development).

### Improved Youth Success Strategies

- Complete secondary school
- Attain employment

## ACCESS TO HEALTH PRIORITY

Individuals and families have access to healthcare and improve their health. Access to Health includes efforts to create healthy systems and environments (e.g. increasing health insurance/health care access, improving access to healthy food/nutrition programs, prenatal care).

### Improved Access to Health Strategies

- Healthy beginnings (Primarily ages 0-21)
- Healthy lives (Primarily ages 22+)

## ECONOMIC MOBILITY PRIORITY

In order for people to achieve financial stability and subsequently improve their socio-economic status, individuals need the education and skills to maintain a good-paying job with the possibility for promotion; access to affordable financial products; and the knowledge, skills and supports to make choices that help them achieve their financial goals. Our goal and strategies were created to ensure that people living and working in the Greater Stark County area, are making progress towards increased mobility from poverty and that through resource connection they would be provided the information and tools needed to succeed.

### Improved Economic Mobility Strategies

Utilizing UWGSC's Prosperity Platforms: Prosperity@Work, connect employed individuals and their families to resources that provide opportunity for growth in income and assets.

- Financial stability for at risk populations
- Attain, retain and promotion in jobs for at risk populations

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