BUILDING A BETTER COMMUNITY FOR ALL

We focus on three key areas:

EDUCATION

Ensuring student success:
- Graduation Matters Missoula
- Imagination Library
- Back to School Bash

HEALTH

- Preventing childhood obesity: Let's Move! Missoula
- Preventing suicide: Project Tomorrow Montana

FINANCIAL STABILITY

- Ending homelessness by finding stable, appropriate housing for all:
- Reaching Home: Missoula's 10-Year Plan to End Homelessness

TRADITIONAL UW	vs	COMMUNITY IMPACT UW
A Fundraising Organization	→	Community Problem Solver
Focus on Treating Symptoms	→	Treats Root Causes
What Do Agencies Need?	→	What Does the Community Need?
Funds Many Worthy Causes	→	Focuses on Top Priorities to Effect Lasting Change
Accountability by Individuals/ Numbers Served	→	Accountability by Measurable Results
Talks to Donors Once a Year	→	Communicates Results and Invites Involvement Year-Round

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United Way of Missoula County

MissoulaUnitedWay.org

20th Century United Way…

- Founded in 1931 as a central clearinghouse
- Donors supported many different health and human-services causes with single donation
- Local nonprofits had reliable source of community funds

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20th Century United Way…

- Sole focus: workplace fundraising (payroll deduction) “I gave at the office.”
- No cohesive strategy to unite United Way grantees around common community agenda and measurable goals

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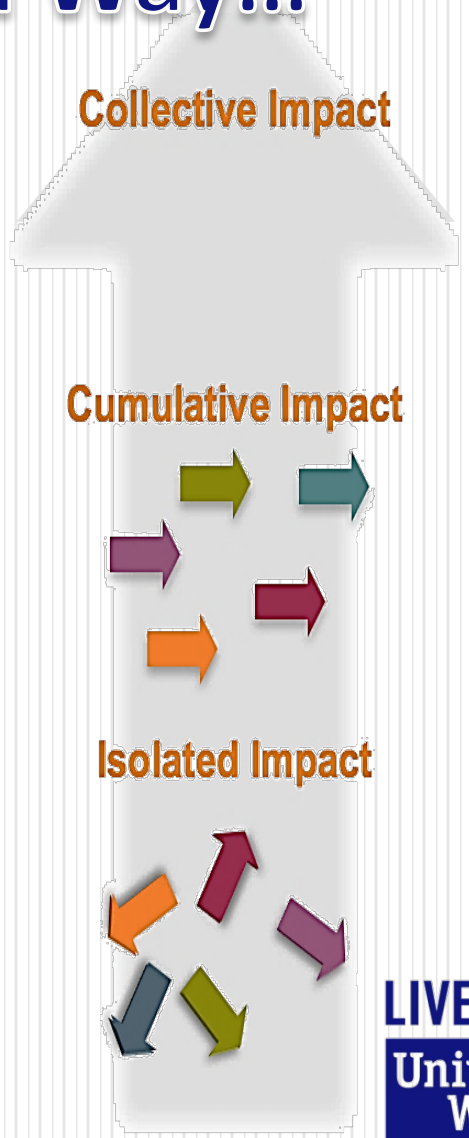
21st Century United Way…

Grantees' work must align with goals of community-shaped initiatives in education, financial stability and health



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Other Changes …

- Grantees have year-round access to same pool of donors from which United Way draws (no "blackout")
- Grantees have expanded fundraising capacity, adding staff and increasing/broadening their base of support

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Other Changes …

- United Way expanded fundraising reach to foundations, corporations, individuals, retirees
- Reduced government support for health and human service programs + increase in community needs = United Way is no longer able to largely meet demand from funded programs

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New Strategic Direction…

- expands United Way's role as community convener, leader, collaborator, champion of initiatives in education, financial stability, health
- replaces historic role of funding individual, unaligned external agencies
- invests for impact – fewer, larger grants – and eliminates "dabbling"

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Not just United Way…

Strive Together network:

More than 70 communities nationwide improving educational outcomes, supported by major Fortune 500 companies and foundations

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Not just United Way…

StrivePartnership

in Cincinnati & Northern Kentucky – over 10 years:

86% of student outcome indicators are improving for students in Cincinnati and Northern Kentucky.

- Third-grade reading among Cincinnati Public School students: 73%+
- High school graduation rates in two high-need schools: 90%+

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Not just United Way…

The Road Map Project:
Bill & Melinda Gates Foundation

Goal: to double the number of kids on track to graduate from college or earn a degree credential by 2020.

The Foundation got involved "after determining that grants it had made to individual organizations weren't doing much to meet broader goals, even though the grantees could show their own specific accomplishments."

Chronicle of Philanthropy 3.20.14

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Not just United Way…

Kaiser Permanente:

- $82 million in grants annually
- 10-year study of company's philanthropy revealed: "We had not been effective in our philanthropy. We were dabbling. We needed to invest for impact."

  Tyler Norris, former VP/ Total Health for Kaiser
- Moved to 10 to 25-year funding commitments

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The Result?

Imagination Library

3,000* area children, age 0-5 receive a book every month through our Dolly Parton Imagination Library program, at no cost to the family.

(* more than half of all children under 5 in Missoula County)

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The Result?

Imagination Library

- 87% of parents report being “very satisfied” with the program (10% “satisfied”)
- 71% say they read more often to their children
- 82% say their children are more enthusiastic about books/reading
- 99% feel program should be expanded statewide

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The Result?

Let's Move! Missoula
Reducing childhood obesity

- Data-driven approach identifies problem
- Aligns community and school efforts to improve nutritional status and increase physical activity
- Documents link between poverty and obesity in our community
- Enables targeting of physical activity/nutrition strategies to neighborhoods most in need

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The Result?

Project Tomorrow, Montana

Shining a light of hope on depression/suicide

- Better coordination of existing prevention efforts
- Developing new programs/protocols to address identified gaps

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The Result?

Project Tomorrow, Montana

Shining a light of hope on depression/suicide

- More than 3,000 Missoulians trained to help prevent suicide
- More “traffic” driven to national hotline/textline
- Increased public attention to issue

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The Result?

Reaching Home:

Missoula's 10-Year-Plan to End Homelessness

Significantly reducing homelessness by coordinating all local efforts…

- All providers aligned with plan goals and strategies & trained in CES
- Coordinated Entry System (CES) ensures rapid connection to resources for the most vulnerable households
- System-wide data collected to identify gaps/inform shift in resources/understand barriers

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OVERALL RESULT

OF COLLECTIVE-IMPACT APPROACH:

WORKING BETTER AND SMARTER

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United Way's 21st Century Vision…

A community where everyone succeeds, as measured – in real terms – by progress in education, financial stability and health.

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Questions?

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