

United Way-Thomas Jefferson Area
January 27, 2012

United Way Strategic Direction and Impact Areas 2012

In September 2011 the United Way adopted a strategic direction composed of three Impact Areas: School Readiness, Self-Sufficiency and Community Health. These Impact Areas represent areas of significant community need and risk.

Our leadership has determined priorities in each Impact Area and seeks to incorporate grants, advocacy and volunteerism to address these priorities with community agencies. With this strategic direction, the United Way embraces focused, innovative, collaborative, and measurable proposals that create a significant and lasting positive impact in our community.

Based on the review of submitted Letters of Intent, the United Way will extend invitations for grant proposals to address priority goals in School Readiness, Self-Sufficiency and Community Health. Only invited organizations will submit a grant application.

Impact Areas 2012

School Readiness – *The United Way seeks to make our community a place where children grow up healthy and arrive at school prepared to succeed.*

1. Provide home-visiting services for families with children age 0-3 years.
2. Increase access to quality early education through the Virginia Star Quality Initiative.
3. Partner with schools, preschools and community groups to improve children's successful transition into kindergarten.

Self-Sufficiency – *The United Way supports individuals and families working to become financially stable and economically independent.*

1. Address barriers to employment and job training for unemployed/under-employed local residents, including promoting high school graduation and post-secondary success.
2. Increase access to financial education, literacy and budgeting.
3. Support employment through adequate and accessible transportation, child care and shelter.

Community Health – *The United Way strives to build a community where people are healthy and have access to needed care.*

1. Improve prenatal care and the health of babies. Proposals that implement health strategies that use peer education, mentoring, patient engagement and/or group support to improve health outcomes are especially encouraged.
2. Promote physical activity and improve the nutrition and eating habits of local residents, or other obesity prevention projects.
3. Increase access to preventative and basic health care resources for underserved persons, including low income and rural communities.

Proposals with family-centered or neighborhood-based approaches are especially encouraged, as are proposals that include long-term mentoring or coaching.