

COMMUNITY GOALS & FOCUS AREAS

United Way's goals are based on community-identified and prioritized needs. They align under three pillars: Education, Financial Stability, and Health. Each pillar has several focus areas. To receive United Way funding, a program must be able to demonstrate how services measurably advance these goals.



Education Pillar

GOAL: Youth are succeeding in school and becoming positive members of the community.

- **Improving School Readiness** Children 0-5 enter school prepared to succeed.
- **Promoting Early Grade Reading** Children enter 4th grade with the reading and comprehension skills that provide a strong foundation for learning .
- **Preventing High School Dropouts** Students graduate high school on time.
- **Advancing life skills and personal development** Students are prepared for college, work, and life.



Financial Stability Pillar

GOAL: Community members are financially stable and independent.

- **Family-sustaining employment and financial stability** Lower-income working families achieve and retain family sustaining employment and have the resources and assets to avoid a financial crisis. .
- **Household Stability** Low-income working families have access to stable and secure housing and enjoy basic needs and food security.



Health Pillar

GOAL: Children and adults are physically and mentally healthy.

- **Reducing rates of substance abuse through prevention, education, and treatment** Teens and adults avoid unhealthy use of drugs and alcohol.
- **Increasing awareness and access to mental health services** Individuals and families understand the importance of mental health, and are willing and able to obtain preventative, acute, and continuing care when needed.
- **Supporting life-long healthy choices** Children and adults make healthy choices that promote wellness and prevent chronic disease.