The Power of Community. Realized.

United Way of Cass-Clay Employee Campaign Coordinators:
Inspiring Your Team to Invest in Everyone’s Tomorrow
We improve lives by activating resources to solve complex community issues and create lasting social change.

The Power of Community. Realized.
Let’s Get Social!

You want to share all of the AMAZING things your company is doing with United Way and the community loves to see you and your organization in action!

Share your ECC, Volunteer, Campaign experience and more on social media!

Handles & Hashtags to Use

- unitedwaycassclay
- /company/united-way-of-cass-clay
- unitedwayfargo
- unitedwayofcassclay
- youtube.com/kheinuwcc (a great resource to find campaign videos!)

#LIVEUNITEDCassClay
#ProudToBeAnECC

HELPFUL HINT

Employee Campaign Coordinator Resources

Don’t forget about the “Campaign Tools” section on our website where you can find infographics, to logos to video links to make your campaign GREAT!

Go to www.unitedwaycassclay.org, scroll to the bottom of the page and click “Campaign Tools”.

@BCBSNDJoVal
It was so much fun packing 460 backpacks @UnitedWayFargo with these amazing ladies from @BCBSND. I love my job! :) #ForceForGood #Volunteer #WhyNot

@PARI_BECKER
United Way UNITED Acts of Kindness Day is off to a great start with surprise treats from our CXO and his amazing wife - how sweet it is! #UNITEDforKindness #TitanFamily
Our Strategy

Reduce hunger insecurity of families and individuals in need

 Reduce long-term, chronic homelessness

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Reduce Hunger & Homelessness

BOLD GOAL 1

Why We Invest

We see an opportunity to reduce hunger and homelessness by improving systems and strengthening partnerships to allow individuals to access stable housing and food that ultimately leads to homelessness and hunger being rare, brief and nonrecurring. We place a strong focus on the housing first philosophy, a proven method of ending all types of homelessness, which offers individuals and families experiencing homelessness immediate access to permanent affordable or supportive housing with a low threshold for entry.

Community Partners

- American Red Cross, Dakotas Region | Emergency Services Program
- Churches United for the Homeless | Emergency Shelter & Services
- Emergency Food Pantry | Food Pantry
- FM Coalition to End Homelessness | Coordinated Assessment Referral & Evaluation (CARES)
- FM Dorothy Day House of Hospitality, Inc. | Emergency Shelter & Services, Food Pantry
- Fraser, Ltd. | Stepping Stones Resource Center
- Great Plains Food Bank | Childhood Hunger Initiative, Food Recovery & Distribution
- CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Supportive Housing
- New Life Center | Emergency Shelter & Services
- Presentation Partners in Housing | Financial Assistance, Housing First Housing Navigation Program
- Rural Enrichment & Counseling Headquarters (REACH) | Food Pantry
- Salvation Army | Hot Meals Program
- Youthworks | Street Outreach Program, Transitional Living Program
- YWCA Cass Clay | Emergency Shelter & Services, Transitional Housing, Permanent Supportive Housing
The Issues

STUDIES FOUND THAT LEAVING A PERSON TO REMAIN CHRONICALLY HOMELESS COSTS TAXPAYERS AS MUCH AS $30,000 - $50,000 PER YEAR

Approximately 800 individuals are experiencing homelessness on any given night.

The Action

Developed and invested in Housing First and provided Housing Navigators to increase access and remove barriers to stable housing for individuals facing homelessness.

The Results

65% of clients self-reported a reduction in overall usage of costly social services.

232 people attained stable housing while in housing programs.

94% of individuals were able to maintain stable housing for 6 months while in programming.
Our Strategy

Prepare children to enter school ready to succeed

Prepare students to be successful as they progress through school and graduate ready for post-secondary or the workforce

Prepare Children to Succeed

BOLD GOAL 2

Why We Invest

Nationally recognized research points to the long-term benefits and return on investment (ROI) from providing high-quality early childhood education to low-income children. Quality childhood experiences lead to improved kindergarten readiness, higher third-grade reading levels and increased high school graduation—therefore dramatically increasing lifetime earning potential. We recognize that students and families must be supported as they progress through school from cradle to career.

Community Partners

Boy Scouts of America, Northern Lights Council | Comprehensive Youth Development • Boys & Girls Club of the Red River Valley | Club Programming • CHARISM | Check & Connect, Youth Higher Achievement Program • Fargo Public Schools Fargo Adult Learning Center
Even Start Family Literacy Program • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Head Start Summer School • Lutheran Social Services of North Dakota | Youth Court • Moorhead Area Public Schools | Jump Start • North Dakota Autism Center, Inc. | AuSome Kids Day Program • Solutions Behavioral Healthcare Professionals, Inc. | The Incredible Years Program • South East Education Cooperative (SEEC) | North Dakota Reading Corps • The Village Family Service Center | Big Brothers Big Sisters Program, Truancy Intervention Program (TIP) • TNT Kid’s Fitness & Gymnastics Academy | Special Needs Program • YMCA of Cass and Clay Counties | West Fargo Child Care Development Center
The Issues

68% of children in ND
55% of children in MN
Ages 3 and 4 are not in preschool

Students who read proficiently by 3rd grade are 4x more likely to graduate from high school

The Action

Increased number of children enrolled in quality pre-K programming by 25% throughout the metro from the 2016-2017 to the 2017-2018 school year

The Results

459 children enrolled in quality slots throughout 2017-2018 school year which is an increase of 92 children from the previous year

95% of children enrolled in pre-K programs demonstrated age-appropriate skills preparing them socially, emotionally and academically for kindergarten
Help People Be Independent

BOLD GOAL 3

Why We Invest

We know that what makes us healthy is more than just clinical care, genes and biology. Eighty percent of what makes an individual healthy is where one lives, works and plays. There is an increased need for mental and behavioral health services in our community. This need intensifies when paired with the many barriers faced by individuals and families who are economically disadvantaged and underserved. Additionally, we know there is an ever increasing need for senior services in our community. It is more economical and provides a better quality of life when individuals can age in place and maintain appropriate levels of independent living.

Community Partners

Barnesville Area Helpers | Living at Home Program • Catholic Charities North Dakota | Guardianship Program • Community of Care | One Stop Service Center • FirstLink | 2-1-1 Information & Crisis Services • Healthcare Equipment Recycling Organization (HERO) | Affordable Healthcare Supplies • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Rainbow Bridge Safe Exchange • Legal Services of Northwest Minnesota | Kids Legal Aid Work (Kids LAW) • Lutheran Social Service of Minnesota | Caregiver Support & Respite Program, Guardianship Services Program • Lutheran Social Services of North Dakota | Senior Companion Program • Northern Cass Public School District | Rural Cass Mental Health Initiative • Rape & Abuse Crisis Center | Crisis Intervention, Therapeutic Intervention • Rebuilding Together Fargo-Moorhead Area | Rebuilding Together • Red River Children’s Advocacy Center | Forensic Interviews • Red River Human Services Foundation | Activity Center • Sexual Abuse Treatment Program | Sexual Abuse Treatment Program • South Central Adult Services | Prescription Assistance Program • The Village Family Service Center | Counseling Services • Vocational Training Center | Center-Based Employment Program • West Fargo Public Schools | Student Wellness Facilitator • Youthworks | Brief Family Counseling
The Issues

1 IN 4 STUDENTS STRUGGLES WITH MENTAL HEALTH ISSUES IN NORTH DAKOTA

IN NORTH DAKOTA THE NUMBER OF HIGH SCHOOL STUDENTS WHO HAVE ATTEMPTED SUICIDE HAS DOUBLED IN THE PAST DECADE

The Action

Collaborated with community-based nonprofit service providers, school districts and corporate partners to provide school-based behavioral & mental health supports in 7 schools.

The Results

266 STUDENTS WERE REFERRED AND/OR RECEIVED MENTAL HEALTH SUPPORT WHILE AT SCHOOL THROUGHOUT THE 2017-2018 SCHOOL YEAR

I WISH MY TEACHER KNEW...

“I wish my teacher knew how it feels to lose all of your stuff…”

“I wish my teacher knew that I am going through hard times and don’t know what to do…”
Community Partners

Afro-American Development Association (AADA) | Pathways to Prosperity • Cass County Social Services | Multi-Cultural Child Care Training • Fargo Cass Public Health | Nurse Family Partnership Program • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Volunteer Income Tax Assistance (VITA) Sites, Workforce Development Partnership • Lutheran Social Services of North Dakota | The ESHARA Project, NDSCS SkillsND • SouthEastern ND Community Action Agency (SENDCAA) | Child Care Center, Volunteer Income Tax Assistance (VITA) Sites • YMCA of Cass and Clay Counties | YMCA Child Care Centers • YWCA Cass Clay | A Child’s World Child Care Center
The Issues

1 OUT OF 9 LOCAL PEOPLE IS LIVING AT THE POVERTY LEVEL (ANNUAL INCOME OF $25,100 FOR A FAMILY OF 4)

BY 2020 WE WILL NEED AN ADDITIONAL 30,000 WORKERS IN OUR COMMUNITY

The Action

Expanded from 1 Workforce Case Manager to 6 Workforce Case Managers to provide low-income individuals with skills and supportive services necessary to obtain and maintain living-wage employment in the highest-demand career areas.

The Results

19 INDIVIDUALS EARNED A CERTIFICATE IN CNA OR WELDING

71% OF INDIVIDUALS OBTAINED LIVING-WAGE EMPLOYMENT WITHIN 3 MONTHS OF COMPLETING THE PROGRAM

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Child Care Scholarships

Since 2013, United Way has invested more than $2 million in child care scholarships that have impacted the lives and careers of hundreds of local families, and data demonstrates that children who receive child care scholarships are on track to enter kindergarten with higher social, emotional and educational skills than children who did not receive scholarships.

Research shows that child care assistance helps working parents experience fewer missed days, allowing them to work more hours and remain at the same employer for longer periods of time.

The benefits not only improve kindergarten readiness levels but also improve third-grade reading levels, high school graduation rates and dramatically increase the lifetime earning potential for students. United Way is working to remove barriers for low-income families to access quality child care. The result? More kids are receiving a higher quality of child care and in turn, they are better prepared for school and better prepared for life.

"Quality early learning is the precursor to success in school and life. Children from disadvantaged homes deserve the same chance as everyone else, and United Way helps eliminate that economic disparity through child care scholarships."

- Erin Prochnow, CEO, YWCA Cass Clay

UNITED for Child Care

Invested in child care scholarships that provide opportunities for children of low-income working families to access quality early childhood education.

Since 2013, United Way has invested more than $2 million in child care scholarships that have impacted the lives of careers of hundreds of local families.
The Issues

IN NORTH DAKOTA & MINNESOTA CHILD CARE IS MORE EXPENSIVE THAN COLLEGE TUITION

LOCALLY (FM AREA) OVER 4,200 FAMILIES HAVE DIFFICULTY AFFORDING QUALITY CHILD CARE

The Action

Expanded from 1 Workforce Case Manager to 6 Workforce Case Managers to provide low-income individuals with skills and supportive services necessary to obtain and maintain living-wage employment in the highest-demand career areas.

The Results

4 OUT OF 5 CHILDREN WHO RECEIVED SCHOLARSHIPS ARE DEVELOPMENTALLY ON TRACK SOCIALLY AND EMOTIONALLY

117 CHILDREN FROM LOW-INCOME WORKING FAMILIES ACCESSED QUALITY CHILD CARE BECAUSE OF CHILD CARE SCHOLARSHIPS

AN AVERAGE OF 77 CHILD CARE SCHOLARSHIPS ARE PROVIDED MONTHLY TO LOW-INCOME WORKING FAMILIES

We feel incredibly fortunate to be helped by United Way so that my daughter can go to child care and preschool at the YMCA of Cass and Clay Counties. As a working single mom and full-time student at MState in Moorhead, without the help, preschool would be out of reach for us financially. My daughter is bright and social and eager to learn. I want my daughter to have the same opportunities in life as any other kid. I work hard every day towards creating a better life for us. Thanks to United Way, she will not be left behind. Thank you so much for all you do. I hope to be able to pay it forward one day.

- Local parent impacted by United Way Child Care Scholarships
YOUR INVESTMENT MADE AN IMPACT ON LOCAL STUDENTS

6,097 LOCAL K-12 STUDENTS WERE EQUIPPED WITH BACKPACKS & SCHOOL SUPPLIES TO GIVE THEM THE TOOLS AND CONFIDENCE TO BE SUCCESSFUL

OF THE STUDENTS THAT RECEIVED SUPPLIES:

70% OF STUDENTS ENROLLED IN OVER 70 SCHOOLS ACROSS CASS & CLAY COUNTIES

73% ACCESS THE FREE OR REDUCED LUNCH PROGRAM

48% OF STUDENTS ARE MIDDLE SCHOOL OR OLDER

The School Supply Drive is important to our family because it allows my children to start their school year off right. They don’t have to worry about whether or not they have everything they need. This drive eases my mind as their mom knowing the community around us is so willing to help those who are struggling. All three of my school age children are going to start school with all they need thanks to United Way!

- Mom of School Supply Drive Recipient

Want to get involved? Learn more at unitedwaycassclay.org or SchoolSupplyDrive@UnitedWayCassClay.org

LIVE UNITED

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It's a fun family event for us to be able to sit down and read those books together and see how the books have helped her develop over these past three years.

- Jessica Shawn
Mother of Imagination Library Recipient

2018 marked the 15th year of United Way’s local partnership with this national program. United Way partners with the Dolly Parton Foundation to provide children ages birth through 5 with a free book in the mail each month to help spark a love for reading. Our partnership provides children in Cass and Clay counties the possibility to build a home library of 60 books before they enter kindergarten.

Because parents are a child’s first teacher, Imagination Library gives them a fun and easy way to get involved with their child’s early education. Studies show that 97 percent of parents surveyed reported that the program has encouraged them to read more to and with their children.
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Realized.

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