United Way Can Help You Achieve Your COMMUNITY REINVESTMENT ACT GOALS

The Community Reinvestment Act (CRA) is one of the many ways banks give back to our community. United Way of Cass-Clay (United Way) makes strategic investments into our community that can help your bank achieve its CRA goals. We are proud to share more about specific initiatives that specifically address CRA areas of interest.

United Way of Cass-Clay is activating resources to solve the complex community issue of workforce development and working to lift people out of poverty here in our local community.

UNITED For Workforce Development Pathways

THE ISSUE

• 1 in 9 people live in poverty in our community, that’s 26,000 people
• Living in poverty means living on less than $25,750 a year for a family of 4
• By 2020 we will need an additional 30,000 workers in our community

THE ACTION

There is tremendous potential for individuals currently living in poverty to be a part of solving our workforce shortage in our local community. This new initiative will work to unite our community to see the potential of underemployed and unemployed individuals to positively impact their own lives and meet our community’s growing workforce demands.

- **ESTABLISH & INCREASE** collaboration and partnership among workforce development agencies, educational institutions and community-based organizations to leverage resources and align services to help new Americans and low-income individuals enter the workforce and elevate their employment and career opportunities.
- **IDENTIFY & REMOVE** the gaps and barriers that currently exist for new Americans and low-income individuals to enter the workforce and attain and retain family-sustaining employment.
- **POSITION** underemployed and unemployed workers on a path to long-term family-sustaining employment and career success.
- **INCREASE** access to educational services such as training classes, skill training, GED classes and ELL classes; increase access to supportive services such as housing, transportation and child care; and increase the number of eligible workers to enter the workforce to meet and respond to the local workforce shortage.

THE RESULTS

**IN 2018**

- **19 INDIVIDUALS** earned a certificate in CNA or Welding
- **71% of individuals obtained living-wage employment within 3 months of completing the program**

How the UNITED for Workforce Development Pathways Initiative Works

• Individual to be served are identified as living in poverty through connecting with service providers and case managers.
• Individuals enter into specialized skills training programs with wrap around case management support.
• Each participant is assigned a case manager to provide support in obtaining child care, transportation, and working toward employment with a living-wage.

For more information on the UNITED for Workforce Development Pathways Initiative visit www.unitedwaycassclay.org/how-we-help or reach out to our team for specific information or data.

For more information, contact: Christie Lewandoski at United Way of Cass-Clay at clewandoski@unitedwaycassclay.org or 701.237.5050.