5 BOLD COMMUNITY GOALS

1. Reduce Hunger & Homelessness
2. Prepare Children to Succeed
3. Help People Be Independent
4. Lift People Out of Poverty
5. Raise & Invest $29 Million

By 2020 #MoreThanCharityFM
## United Way of Cass-Clay Community Investment Strategy

### Our Mission:
We connect people to people, needs to resources, and experts to advocates to improve lives and advance the common good throughout Cass and Clay counties.

### COMMUNITY ISSUE

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>INCOME STABILITY</th>
<th>HEALTH</th>
<th>BASIC NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare children for success in school and life</td>
<td>Create a pathway for upward mobility</td>
<td>Empower people to lead healthy lives</td>
<td>Provide safety, food and shelter</td>
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</tbody>
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### Where We Invest & How You Help:

#### Education
- Quality child care
- Early intervention screenings for children
- Quality out of school time programming
- Number of students paired with mentors
- Quality parent education efforts

#### Income Stability
- Investments in housing first efforts
- Support to individuals seeking housing
- Efforts to prevent homelessness
- Attainable housing

#### Health
- Access to counseling
- Access to behavioral health services
- Assistance to senior citizens living at home
- Quality of life for senior citizens & vulnerable individuals

#### Basic Needs
- Access to food for people who are hungry
- Shelter for people who are homeless
- Interventions that decrease homelessness
- Services for victims of violence & abuse

### How We Measure the Results of Your Investment:

#### Education
- Developmental growth of children
- Children ready for Kindergarten
- Children enrolled in quality childcare
- Number of mothers who have healthy babies
- Children paired with a positive mentor
- School attendance rates of students
- 3rd grade reading scores

#### Income Stability
- Individuals that attain stable housing
- Individuals diverted from homelessness
- Reduction in ER visits, detox & jail admissions
- Individuals who remain in stable housing
- Reduction in social service utilization

#### Health
- Children receiving early intervention screenings
- Reduction in student absences & behavioral issues
- Cost savings to community from reduced senior services
- Senior citizens that delay need for assisted living
- People with disabilities employed

#### Basic Needs
- Meals provided
- Shelter nights provided
- Individuals who utilize protective services
- Counseling hours provided

# MORE THAN CHARITY FM
UNITED WAY OF CASS-CLAY CONNECTS PEOPLE TO PEOPLE, NEEDS TO RESOURCES, AND EXPERTS TO ADVOCATES TO IMPROVE LIVES AND ADVANCE THE COMMON GOOD THROUGHOUT CASS AND CLAY COUNTIES.

LEARN MORE
unitedway@unitedwaycassclay.org
219 7th Street South
Fargo, ND 58103
@UnitedWayFargo
#LIVEUNITEDFM #MORETHANCHARITYFM