

UNITY BUILDS COMMUNITY.

UNITY BEGINS WITH YOU.



United Way of Southwestern Indiana

THE ISSUE

- **40% of local households cannot meet their basic needs** (food, housing, healthcare, transportation, and childcare).
- More than **11,200** of our children are living in **poverty**.
- The table below shows the “living wage,” or hourly rate that an **individual** in a household must earn to sustain the household. *Source: MIT Living Wage Calculator*

	<i>1 Adult/0 Kids</i>	<i>1 Adult/ 2 Kids</i>	<i>2 Adults*/0 Kids</i>	<i>2 Adults*/ 2 Kids</i>	<i>2 Adults^/0 Kids</i>	<i>2 Adults^/2 Kids</i>
			<i>*1 working adult</i>		<i>^both adults work</i>	
Vanderburgh	\$13.27	\$32.25	\$21.78	\$29.80	\$10.89	\$17.99
Warrick	\$13.27	\$32.25	\$21.78	\$29.80	\$10.89	\$17.99
Spencer	\$12.57	\$31.21	\$21.25	\$29.25	\$10.63	\$17.47

THE IMPACT TO OUR COMMUNITY

The **cost of inaction** to our community is significant.

- ↑ Homelessness & crime
- ↑ Reliance on government assistance and social services
- ↑ Healthcare costs
- ↑ “Brain drain”
- ↓ Tax revenue for infrastructure
- ↓ Population growth
- ↓ Productivity
- ↓ Quality of life

UNITED WAY’S STRATEGY

- Narrow our focus to empower individuals and families with resources to improve their economic situation (**upward mobility**). ONE ISSUE. ONE GOAL.
- Develop “Pathways” that, according to research, are crucial in creating upwardly mobile communities.
 - **Empowering Employment** – Empowering individuals with resources to secure and *maintain* employment.
 - **Mental Health** – Advocating for, and improving, mental health care access and awareness.
 - **Thriving Next Gen** – Equipping children and youth with the skills needed to thrive, both academically and socially.
 - **Social Stability & Growth** – Strengthening relationships that serve as a safety net (family & friends) and alliances that expand opportunities for growth.
- Move to an open, competitive funding process that encourages collaboration and innovation, and includes stringent outcome measurement toward the goal.

WHY UNITED WAY?

UWSWI brings together nonprofits, people, businesses, and dollars to activate change on a scale that no single organization can do alone.

- **A holistic approach** – United Way’s new Pathways weave together the critical factors for improving upward mobility.
- **Breaking the cycle** – Temporary measures focus on the short-term need (food on the table, failing grade, overnight shelter). To create lasting change, UWSWI is taking a long-term comprehensive approach to break the generational cycle of poverty (living-wage employment, employable skills, social capital).
- **Consolidated funds make a bigger impact** – Donations are consolidated to make a significant investment in a problem-solving initiative, allowing for larger impact.
- **Accountability** – United Way funded partners must demonstrate how they will achieve the stated goal, how the outcomes will be measured, and fiscal stability. A cross-sector, diverse panel of subject-matter experts assess both applications and required progress reports. Rest assured, your donations are invested wisely to catalyze the most change.
- **More than “a funder”** – United Way’s work extends beyond investing in local nonprofit partners. In addition to providing K-Camp and VITA services, United Way also leverages its internal resources to secure additional aid for our community (COVID-19 Response Fund, Emergency Food & Shelter Funding, IUW/Lilly Endowment Grants).

WHAT’S NEW?

- **Expanded Eligibility** – Funding is no longer limited to former “Partner Agencies.” Any 501c3 serving Vanderburgh, Warrick, or Spencer Counties is eligible to apply.
- **One Focus. One Goal.** – Our focus is on the impoverished and working poor. Our goal is to ensure individuals and families have the resources needed to become upwardly mobile.
- **New “Pathways”** – United Way’s former Focus Areas have been revised to match the elements that promote upward mobility – Empowering Employment, Mental Health, Thriving NextGen, and Social Stability & Growth.

WHAT’S THE SAME?

- **Agency Designations** – Donors may still designate to a legacy Partner Agency or Pathway.
- **Donations Stay Local** – Your donations remain in our community to benefit our neighbors.