

# UWW's 10 YEAR GOALS FOR THE COMMON GOOD and UWSLOC's PROGRAMS IN EDUCATION, INCOME & HEALTH

## EDUCATION

### HELPING CHILDREN AND YOUTH ACHIEVE THEIR POTENTIAL

**Indicator:** *Percentage of 3- to 5-year-olds with 3 or 4 (of 4) school readiness skills*

**Indicator:** *Percentage of fourth graders who are proficient readers*

**Indicator:** *Percentage of public high school students who graduate on time*

**Indicator:** *Percentage of 18- to 24-year-olds who are not working or in school*

*Cut by half the number of young people who drop out of high school.*

**Born Learning**—an educational campaign to help give parents and caregivers the tools they need to turn every day activities into learning moments for young children.

**Dolly Parton's Imagination Library**—encourages a love of reading and learning by providing a new book each month to children from birth to five years of age.

**Youth Board**—engages high school students in community service and philanthropy, while giving grants to their peers to organize youth-led service projects.

## INCOME

### PROMOTING FINANCIAL STABILITY AND INDEPENDENCE

**Indicator:** *Percentage of lower-income working families that spend more than 40% of their income on housing*

**Indicator:** *Percentage of working families that are lower-income*

**Indicator:** *Percentage of lower-income working families that have a checking or savings account with a minimum of \$300*

**Indicator:** *Rate of homeownership for lower-income working families*

*Cut by half the number of lower-income families that lack financial stability.*

**Money Talks 4 Teens**—connects volunteers with high school students to teach them about personal banking and financial basics.

**Volunteer Income Tax Assistance**—trains volunteers to help low-income families and individuals with tax returns, enabling them to maximize the amount of their returns.

**2-1-1**—free, confidential phone line that provides 24-hour information and referrals for local health and human service programs. 2-1-1 serves families and individuals across a broad range of categories, including education, income and health.

## HEALTH

### IMPROVING PEOPLE'S HEALTH

**Indicator:** *Percentage of babies who are born low birthweight (5 pounds, 8 ounces or less)*

**Indicator:** *Percentage of children under the age of 18 who are not covered by health care insurance*

**Indicators:** *Percentage of students grades 9-12 who are healthy and avoid risky behaviors; percentage of adults 18 and over who are healthy and avoid risky behaviors*

*Increase by a third the number of youths and adults who are healthy and avoid risky behaviors.*

**Beginnings Collaborative**—educates the community (especially women of child-bearing age) about the dangers of using alcohol and drugs while pregnant.

**Coast2Coast Rx and FamilyWise Prescription Drug Discount Cards**—easy-to-use cards save individuals and families money on their prescriptions, and requires no special enrollment.

**Nonviolent Communication**—teaches parents, educators and professionals in the childcare and education sectors skills and language tools that support positive, compassionate outcomes.

United Way of  
San Luis Obispo County



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## Organizational Advocacy:

2-1-1—United Ways across the country are deeply involved in establishing and maintaining 2-1-1 call centers; as a system, we are committed to advocating for federal and state funding to continue the important work these centers do.

Children's Health Care—United Ways are also strong and visible supporters for children's health insurance; this issue continues to be a major focus of United Ways of California, as well as local United Ways and United Way Worldwide.

## Annual Events:

Collaboration Forum—for nonprofit staff, volunteers and supporters, this conference presents a variety of learning opportunities and informative speakers, as well as opportunities for networking.

Flavor of SLO—this annual springtime fundraiser shares some of the best live music, food and spirits on the central coast with United Way friends and supporters; proceeds from the event support a variety of programs in education, income and health.

KidSpree & Stuff the Bus—both of these back-to-school events give children and youth a boost of extra confidence by providing them with new school supplies and clothing.

Make a Difference Day—this annual national day of service is held on the fourth Saturday of October; local events are planned by United Way and the Community CENTER at Cal Poly, who collaborate in the spirit of community and volunteerism.

Share a Tree—with Target as a corporate sponsor, this holiday drive provides decorated trees and presents to local underserved families who appreciate the added cheer.



**When we reach out  
a hand to one,  
we influence the  
condition of all.  
That's what it means to  
LIVE UNITED.**

**GIVE. ADVOCATE. VOLUNTEER.**



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