

United Way Targeted Care Areas

EDUCATION

Target Issues	Key Strategies	Targeted Outcomes	Community Impact
Academic achievement	Literacy education and academic support services (e.g. tutoring) for youth from low-income families, serving primarily middle and high school-aged youth.	Increase the number of youth reading on grade level. Increase the number of youth who graduate on time.	<i>Young people graduate from high school on time.</i>
Productive and engaged youth	Support services that help older youth from low-income families transition to college and/or work (e.g., mentoring; employment skills training, job placement, coaching, and support).	Increase the number of 18-24 year-old youth employed or in college post-graduation.	<i>Young adults make a successful transition from high school to college and/or work life.</i>

INCOME

Target Issues	Key Strategies	Targeted Outcomes	Community Impact
Achieving greater financial stability Increasing income Building Savings	Basic needs services (e.g., food, shelter, and emergency needs) for low-income individuals and families in crisis, as well as services designed to assist with accessing basic needs services and benefits programs such as Medicaid, Medicare, and food stamps (through screening and enrollment support).	<ul style="list-style-type: none"> • Increase the number of low-income individuals and families that are able to meet their basic needs after short-term assistance. 	<i>Individuals and families are able to meet their basic needs</i>
Gaining and sustaining assets	Comprehensive financial stability and independence education and supports for low-income individuals and families (at or below 80% of PBC's Median Family Income), such as credit counseling and financial literacy classes, education and career counseling, employment supports, free tax preparation, first-time homebuyer education and assistance, and benefits programs' screening and enrollment	<ul style="list-style-type: none"> • Reduce the number of low-income individuals and families that spend more than 40% of their income on housing. • Reduce the number of individuals and families that are low-income. • Increase the number of low-income individuals and families that have a checking or savings account (minimum \$500). • Increase the number of low-income individuals and families that own a home. 	<i>Low-income individuals and families:</i> <ul style="list-style-type: none"> • <i>move toward financial independence.</i> • <i>increase their income.</i> • <i>have savings and/or checking accounts, and have money saved for emergencies.</i> • <i>build appreciating assets.</i>

HEALTH

Target Issues	Key Strategies	Targeted Outcomes	Community Impact
Access to, and use of, comprehensive health care	Health insurance enrollment services (through benefits programs screening and enrollment support), as well as assistance with identifying and accessing comprehensive health care services (navigation).	<ul style="list-style-type: none"> • Increase the number of individuals with health insurance. • Increase the number of individuals with access to comprehensive health care services 	<i>Low-income individuals have health insurance and access to comprehensive health care</i>
	Quality, comprehensive health care services (e.g., primary health care, oral health, mental health, and health promotion/disease prevention/chronic disease management education services) offered through structures such as community health centers, physician-led systems of care, and free clinics.	<ul style="list-style-type: none"> • Increase availability, and use, of comprehensive health care services. 	<i>Low-income individuals use comprehensive health care services.</i>