



United Way of Southeastern Idaho

## UNITED WAY OF SOUTHEASTERN IDAHO VISION PLANNING

### PURPOSE:

This document lays out United Way of Southeastern Idaho's (UWSEI) current strategy and plans for growing our capacity with the sole purpose of expanding our impact on the region.

### OUR WHY (VISION):

That all Southeastern Idahoans have an opportunity to obtain a solid education, leading to a financially stable, healthy life that improves the social fabric of our community. Creating opportunities for ALICE<sup>1</sup> (Asset Limited, Income Constrained, Employed) is central to this vision.

### OUR HOW (MISSION):

To build **powerful partnerships** that improve outcomes for children, families, and individuals in need.

### OUR WHAT (ACTIONS AND STRATEGIES TO CARRY OUT OUR MISSION):

We carry out our mission:

1. By **investing dollars in promising programs, initiatives, and strategies** in our local community that advance health, education, and financial stability.
2. By **supporting our human services sector partners as the backbone organization** and driving change through collective impact coalitions.
3. By **advocating for ALICE's** greatest needs to ensure that our community has the programs, policies, and data to help ALICE families thrive.
4. By **engaging and mobilizing volunteers and donors** to help create a Southeastern Idaho where everyone can thrive.

1. Community investment in programs, initiatives, and strategies.

2. Backbone and partner support for human services sector.

3. Advocacy for programs, policies, and data for ALICE.

4. Donor and Volunteer Mobilization

<sup>1</sup> Full ALICE report available at: <https://www.unitedforalice.org/idaho>



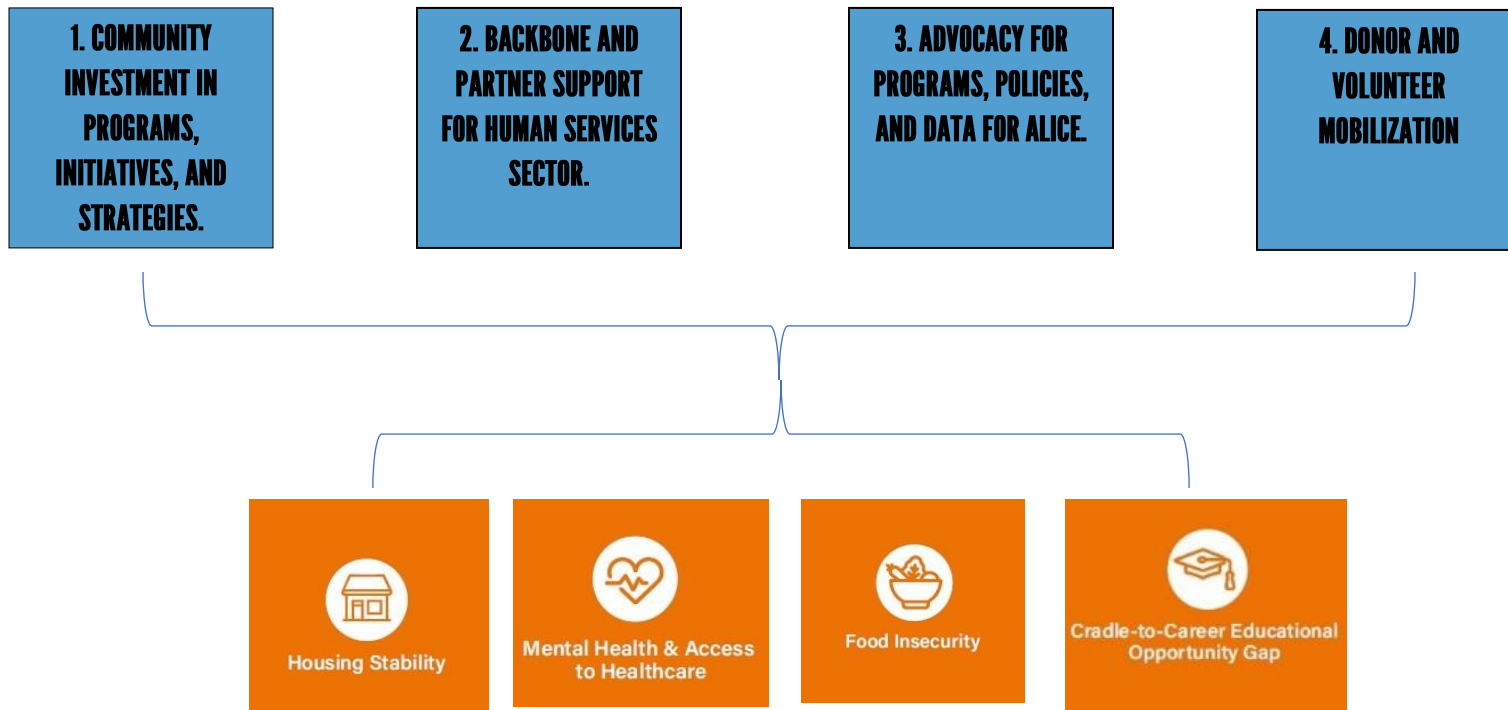
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## OUR IMPACT AREAS:

Our mission is carried to impact the following four areas:

1. Cradle-to-Career (Education) Opportunity Gap
2. Food Insecurity
3. Housing Stability and Shelter
4. Access to mental and primary healthcare

## 4X4 MODEL





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## OUR GOALS

Our region's progress on these goals is tracked annually at our community assessment dashboard: see [\[Dashboard will be available around February 2021\]](#)



<b>1. Cradle-to-Career (Educational) Opportunity Gap</b>
A) Goal: All children in Eastern Idaho will enter school ready for Kindergarten
B) Goal: Every person in Eastern Idaho will obtain a postsecondary credential or degree leading to economic empowerment.
<b>2. Food Insecurity</b>
A) Goal: All individuals, especially vulnerable populations (low-income seniors and children) and rural communities, have access to healthy food and nutrition.
B) Goal: All individuals have access to programs that support good nutrition.
<b>3. Housing Stability and Shelter</b>
A) Goal: All ALICE families have access to permanent, supportive, and affordable housing in our region.
B) Goal: All ALICE families have access to resources to avoid evictions that result in homelessness.
C) Goal: All individuals and families (including survivors of domestic violence) experiencing homelessness have access to safe, reliable shelter and case management in our region.
<b>4. Access to Mental and Primary Healthcare</b>
A) Goal: All SE Idahoans have affordable access to mental and behavioral healthcare.
B) Goal: All SE Idahoans have access to health insurance and basic healthcare.
C) Goal: All individuals, especially survivors of abuse, have access to a safe living environment.

## STRATEGIC ACTIONS FOR EACH IMPACT AREA TIED TO OUR GOALS

These actions are fundable strategies for each impact area.

Each strategy/initiative/program is tied to one of our population-level goals below. Our population level goals allow us to track our region's progress on an annual basis through our community assessment dashboard. Impacting population level data is the best way to ensure that our region is focused on what matters most: Improving life in each of our impact areas for ALICE. To see our community assessment indicators dashboard visit:

[\[Will be available around February 2021\]](#)

TIED TO POPULATION LEVEL GOAL # (see above)	CURRENT OR FUTURE STRATEGY	<b>STRATEGIC AREA: COMMUNITY INVESTMENT IN PROMISING PROGRAM, INITIATIVES, &amp; STRATEGIES ACROSS OUR 4 IMPACT AREAS</b>
 <p>Cradle-to-Career Educational Opportunity Gap</p>		
1A	Current	Strategy: Expand access to preschool seats through PreK scholarships to ALICE families in American Falls and Pocatello/Chubbuck.
1A	Current	Strategy: Educate SE Idaho parents on value of early learning via the “Read, Talk, Play” K-readiness public relations campaign and provide concrete resources to help them build K-readiness skills in their children.
1A	Current	Strategy: Community investment in community programs that build 0-5 parenting skills and kindergarten readiness skills (e.g. K readiness playgroups @BYF and K-Readiness bootcamps)
1B	Current	Strategy: Educate students, parents, and the general public on the importance of obtaining postsecondary education (including two-year, four year, and vocational/trade programs) and provide targeted digital resources to students and parents to facilitate these pathways.
1B	Current	Strategy: Expand access to and knowledge of STEM exposure programs in our region, especially for ALICE family students.
1B	Current	Strategy: Community investment in after school programs.
1A	Future	Strategy: Expand access to preschool seats in through PreK scholarships to ALICE families in other communities of SE Idaho (e.g. Blackfoot).
All	Future	Strategy: Invest in “Community School” programs – e.g. on site school psychologists, on-site food pantries, and other on-site wrap around supports for families.
 <p>Housing Stability</p>		
3A, 3C	Current	Strategy: Community Investment in emergency shelter and case management for rapid rehousing



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3B	Current	Strategy: Community investment in rental and utility assistance and housing support services to reduce eviction rate.
	Future	TBD
 <p>Mental Health &amp; Access to Healthcare</p>		
4A	Current	Strategy: Community investment in programs that help ALICE families access mental and primary healthcare.
	Future	TBD
 <p>Food Insecurity</p>		
2A	Current	Strategy: Community Investment in programs fighting food insecurity, especially for low-income children and vulnerable seniors.
2B	Current	Strategy: Community Investment in programs providing nutrition education and well-being check ins.
    <p>Mental Health &amp; Access to Healthcare    Cradle-to-Career Educational Opportunity Gap    Food Insecurity    Housing Stability</p>		
All	Future	Strategy: Innovation Fund investments to spur new and innovative approaches to entrenched community problems facing the ALICE population
All	Future	Strategy: Ramp up to 'full investment' of partner requested need.

TIED TO POPULATION LEVEL GOAL # (see above)	CURRENT OR FUTURE STRATEGY	<b>STRATEGIC AREA: BACKBONE &amp; PARTNER SUPPORT FOR HUMAN SERVICES SECTOR ACROSS OUR 4 IMPACT AREAS</b>
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Cradle-to-Career Educational Opportunity Gap

1A	Current	Strategy: Increase quality of childcare programs in American Falls and Pocatello/Chubbuck via Idaho STARS Steps to Quality program and provider professional development.
1A, 1B	Current	Strategy: Close the digital divide for parents and schools by connecting parents to technology and devices that help facilitate learning in the home.
1A	Future	Strategy: Increase quality of childcare programs in rural communities of SE Idaho via Idaho STARS programs and provider professional development.
1B	Future	Strategy: Community Cradle-to-Career navigator existing outside of schools especially for disconnected students
All	Future	Strategy: Provide strategic oversight and operational support for “Community School” inputs in our region: e.g. on-site school wraparound services like mental health support, food pantries under the school building roof.
1B	Future	Strategy: Provide College and Career Counselors at high schools in the region with more robust connections and professional development opportunities to connect with postsecondary pathway knowledge for their students.



Cradle-to-Career Educational Opportunity Gap



Housing Stability

1B, 3A	Current	Strategy: Partner with HACP (Housing Authority) to create a ‘Move to Work’ Center with a variety of services, including navigators, to move families from public housing into financial stability.
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Mental Health & Access to Healthcare



Cradle-to-Career Educational Opportunity Gap



Food Insecurity









Housing Stability

All	Current	Strategy: Lead and facilitate community collaboratives for our impact areas to drive collective impact model for addressing our community's needs. (e.g. Early Learning, Education-to-Careers, Housing & Homelessness Collaboratives)
All	Current	Strategy: Provide technical support, coaching, and professional development to our human services nonprofit sector.
All	Current	Strategy: Provide an up-to-date community resources dashboard as a service to individuals in need as well as partners and service provider in order to efficiently refer people to the services they need.
All	Current	Strategy: Lead Community Support branch for community wide emergencies such as COVID-19 with local public health district
All	Future	Strategy: "LIVE Connected" – UWSEI Navigators providing referrals, follow up, and concrete support for ALICE families in need.
All	Future	Strategy: Lead and facilitate community early learning collaboratives in additional rural communities (e.g. Blackfoot)
All	Future	Strategy: Lead and facilitate additional community collaboratives in health care and/or food insecurity.
All	Future	Strategy: Increase quantity of technical support and professional development/coaching we provide to funded partners.







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TIED TO POPULATION LEVEL GOAL # (see above)	CURRENT OR FUTURE STRATEGY	STRATEGIC AREA: <b>ADVOCACY</b> FOR PROGRAMS, POLICIES, AND DATA ACROSS OUR IMPACT AREAS THAT IMPROVE OUTCOMES FOR ALICE
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Mental Health &amp; Access to Healthcare</p> </div> <div style="text-align: center;">  <p>Cradle-to-Career Educational Opportunity Gap</p> </div> <div style="text-align: center;">  <p>Food Insecurity</p> </div> <div style="text-align: center;">  <p>Housing Stability</p> </div> </div>		
All	Current	Strategy: Invest in biannual production of the ALICE Report and educate public and policymakers on implications and policies that address and improve SE Idahoans' financial stability.
All	Current	Strategy: Invest in UWSEI's Community Assessment Indicators Dashboard – a scorecard trendline of how our region is faring on population level data across our 4 impact areas.
	Future	TBD
<div style="text-align: center;">  <p>Cradle-to-Career Educational Opportunity Gap</p> </div>		
1A	Current	Strategy: Invest in and anchor for SE Idaho the <i>Ready Idaho</i> statewide early learning coalition to improve early learning systems in our region.
	Future	TBD
<div style="text-align: center;">  <p>Housing Stability</p> </div>		
3A	Future	Strategy: Invest in a regional or local housing advocacy group to address housing issues in SE Idaho.





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TIED TO POPULATION LEVEL GOAL # (see above)	CURRENT OR FUTURE STRATEGY	<b>STRATEGIC AREA: DONOR AND VOLUNTEER MOBILIZATION</b>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Mental Health &amp; Access to Healthcare</p> </div> <div style="text-align: center;">  <p>Cradle-to-Career Educational Opportunity Gap</p> </div> <div style="text-align: center;">  <p>Food Insecurity</p> </div> <div style="text-align: center;">  <p>Housing Stability</p> </div> </div>		
All	Current	Strategy: Carry out quarterly community Days of Action to mobilize support around each issue area
All	Current	Strategy: Build or support a community wide one-stop shop for volunteerism (currently JustServe partnership)
All	Current	Strategy: Provide micro grants to partners to incentivize use of volunteer platform
All	Current	Strategy: Carry out a robust communications plan including events and community conversations to keep donors, volunteers, and partners engaged in our mission and supporting our community initiatives.
All	Future	Strategy: Create a Volunteer Connect Program where a UWSEI staff person would arrange and coordinate direct service opportunities for funded partners to take the burden off of them.



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## SUMMARY

United Way of Southeastern Idaho works to impact four primary areas in Southeastern Idaho:



Housing Stability



Food Insecurity



Mental Health & Access to Healthcare



Cradle-to-Career Educational Opportunity Gap

UWSEI works in the following ways to impact these four areas:

1. **Investment** in community programs, initiatives, and strategies that move the needle on each impact area above
2. **Providing backbone and partner support** in the human services sector to collectively align our sector's effectiveness
3. **Advocating** for programs, policies, and data that support ALICE families in their path toward financial stability.
4. **Mobilizing donors and volunteers** around our impact areas to leverage power in numbers to drive change in our impact areas.

## TOP 4 PRIORITIES FOR 2021-2022

1. **Robust EXPANSION of all current COMMUNITY INVESTMENT STRATEGIES AND INITIATIVES** (e.g. Both partner led programs and UWSEI led programs such as further expansion of Pre K seats).
2. **Launch of LIVE CONNECTED program to create a more efficient pathway for ALICE to move out of poverty** (also part of our Move To Work program partnership)
3. **Increase our staff capacity in order to EXPAND OUR COMMUNITY COLLABORATIVES and backbone support across the region into the more rural communities. Our ability to convene partners and facilitate solutions is our United Way SUPERPOWER.**
4. **Increase our capacity to MOBILIZE DONORS AND ENGAGE VOLUNTEERS through meaningful experiences like Days of Action. In short, BUILD A MOVEMENT.**

