

OUR FOCUS FAQ

Building an Educated Workforce

United Way
of Racine County



United Way of Racine County is a community impact organization. It is our responsibility to our community and donors to maximize our community impact. To do this, our efforts will focus on a specific issue that is important to our community in order to make the greatest impact.

MARCH 2015

The focus is announced at United Way's Annual Meeting.

DECEMBER 2015

The bold goal, along with strategies and fundraising tactics, is set.

JANUARY 2016

The investment process pilots a request for proposals (RFP) grant-making process.

MARCH 2016

The bold goal is announced at United Way's Annual Meeting.

JULY 2016

The transition to new focus is complete.

JANUARY 2017

The investment process fully transitions to RFP grant-making process.



HOW WILL THE FUNDING PROCESS BE DIFFERENT?

As United Way moves its focus, the investments made will also need to be more deliberate in order to impact the issue. The community investment process will gradually shift from an open application process to a **request for proposal** (RFP) grant-making process. Proposals for specific services will be sought from agencies/programs that demonstrate a history of **measurable results**, expertise in the field and alignment with the issue focus. The use of **benchmarking** will be introduced into the framework for future funding. Benchmarking is an opportunity to set a standard of excellence, increase accountability, evaluate community conditions, and ensure alignment.



WILL UNITED WAY BE CREATING MORE INITIATIVES?

United Way does not currently have a plan to create more initiatives or programs. However, United Way's future work will be more focused on **collective impact strategies**. United Way may become the "hub" or coordinator for effective and aligned community impact and work with strong partners to reach our mutual goals around a single focus.

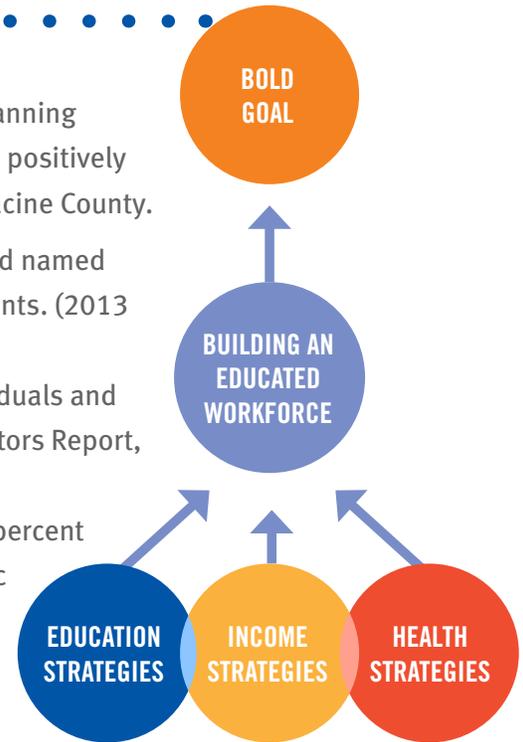
For example, United Way of the Bay Area in San Francisco, California works with numerous partners employing education, income and health strategies in an innovative way to reach the goal of reducing poverty by 50 percent by 2020. Visit www.uwba.org/Roadmap for more information.

WHY IS UNITED WAY FOCUSING ON BUILDING AN EDUCATED WORKFORCE?

After reviewing the data and feedback during a more than year-long strategic planning process, United Way and its volunteers concluded that the most powerful way to positively impact the community is to focus on the long-term economic sustainability of Racine County.

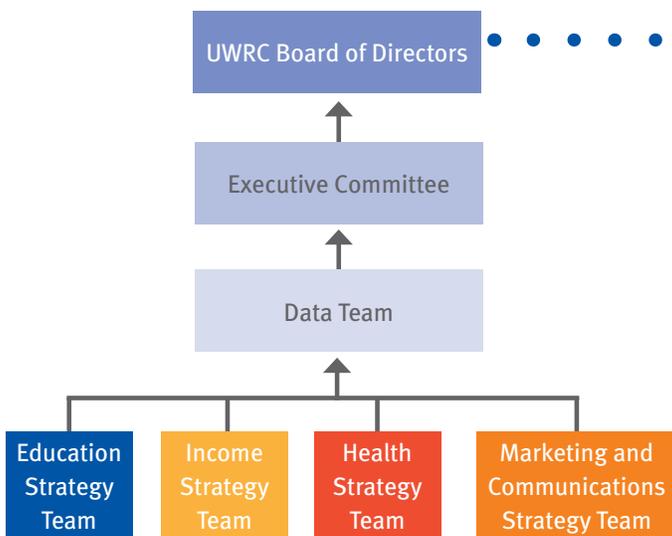
- 1. Employment** - 55.6 percent of donors and 58 percent of non-donors surveyed named employment as the most significant social issue facing Racine County residents. (2013 United Way of Racine County Active Community Investor Survey)
- 2. Poverty** - The monthly amount of Racine County food share payouts to individuals and families increased more than 10 times since 2000. (2014 Community Indicators Report, page 19)
- 3. Education** - Racine Unified School District’s graduation rate (4-year) is 78.1 percent compared to the statewide average of 88.6. (Wisconsin Department of Public Instruction, 2013-14)

United Way will remain committed to the building blocks for a good quality of life—education, income and health. Each of these areas will employ specific strategies to address the overall issue of Building an Educated Workforce.



WHAT ABOUT BASIC NEEDS?

Basic needs programs serve our county’s most vulnerable residents by making sure they have adequate access to services that allow them to stabilize and work towards self-sufficiency. United Way will continue to support the efforts of our various community partners that administer basic needs programs. Funds will be specifically set aside to address basic needs.



WHO WILL BE MAKING THE DECISIONS?

United Way relies on the expertise and dedication of a diverse team of local volunteers to make difficult investment decisions. United Way has convened strategic planning strategy teams consisting of board members, knowledgeable volunteers, community experts, and staff to guide the organization during this transitional process. These teams will **research and analyze** United Ways of similar size/ demographics, **develop strategies** in each respective focus area, develop marketing tactics, **identify evaluation** methods, and develop estimates and recommendations for costs and staffing necessary to execute the strategies.