

United Way of Story County 2020-2025 Community Impact Goals

A Collective Impact Strategy

Dear Story County community:

United Way of Story County recognizes the power of our LIVE UNITED credo. We can do more together than any of us can do apart. Collective impact is the future of human services across the globe, and it is true for us locally. It is especially important to adopt this strategic call to action during the response and recovery of the COVID-19 pandemic. The inequities in health, education, and financial stability of our community have always existed, but have never been more apparent.

Community issues cannot be addressed in vacuums; problems facing our neighbors are interconnected and compound on one another. United Way of Story County is in a position to face these challenges head on with the team of partner agencies, strong coalitions, subject matter experts, business support, and volunteers.

The rest of this document will outline bold goals for 2025. Setting measurements for success will raise awareness of key issues, increase accountability for change, and highlight the need for action. These are not the only key issues for Story County, but they are a start of moving the needle for common good. Many of our funded programs feed into these goals, while other funded programs continue to support families even though they aren't being included as highlights.

By 2025, we are committed to achieving the following community impact goals:

- Health: Improve community health by serving 4,500 more people
- Education: Decrease the achievement gap by reaching 30% more underserved learners
- Financial Stability: Strengthen financial stability by increasing the number of people served by 25%

Our promise to Story County is to work tirelessly on connecting partners and creating positive change within these goals. Together; we create a Story County that is stronger for everyone. And we can make sure there's a seat at the table for every community member.

LIVE UNITED,



Jean Kresse

President and CEO

PARTNERS IN THIS WORK

UWSC partner agencies are at the cutting edge of meeting needs in health, education, and financial stability. We also convene collaborations to strengthen the work in many areas.

All Aboard for Kids
American Red Cross
Ames Community Preschool Center (ACPC)
The Arc of Story County
ACCESS
Boy Scouts of America Mid-Iowa Council
Boys & Girls Clubs of Story County
Camp Fire Heart of Iowa
Central Iowa RSVP
ChildServe
Emergency Residence Project
Eyerly Ball
Friendship Ark Homes
Girl Scouts of Greater Iowa
Good Neighbor Emergency Assistance, Inc.
Heartland Senior Services

Heart of Iowa Regional Transit Agency (HIRTA)
Iowa Able Foundation
Legal Aid Society of Story County
Lutheran Services in Iowa (LSI)
Mainstream Living, Inc.
Mary Greeley Medical Center Home Health Services
Mid-Iowa Community Action (MICA)
NAMI Central Iowa
Raising Readers in Story County
Story Time Child Care Center
The Salvation Army
University Community Childcare (UCC)
Volunteer Center of Story County
YSS
YWCA Ames-ISU

RESULTS BASED ACCOUNTABILITY

United Way of Story County adopted Results Based Accountability for funded programs in 2015. Results Based Accountability asks three questions that form the basis of our framework:

- **How much did we do?** Quantity measures describe the number of clients and the depth of program engagement.
- **How well did we do it?** Quality measures describe program effectiveness. Quality measures are used to hold a program accountable for adhering to the expected service delivery model.
- **Is anyone better off?** Results measures demonstrate improved performance or other calculated change among service recipients. They can be used to determine if people are benefiting from the services that are delivered through this investment process.

Results Based Accountability is the backbone of collective impact. As we boldly define goals for Story County, we know our partners and a Results Based Accountability model will be the only way to succeed.

HEALTH GOAL

Improve community health by serving 4,500 more people by 2025

Health is a central tenet of a great quality of life. Good health keeps kids in school, keeps adults employed, which helps keep households stable. By investing in the health of 4,500 more residents in Story County, we can chip away at the inequities that keeps people from succeeding. Health services can range from in-home hospice to mental health, substance abuse counseling to healthy food.

COMPELLING CONCERNS*:

- **16%** of Story County residents are food insecure, representing **14,730** individuals (County Health Rankings, CHR)
- **10%** of Story County residents have limited access to healthy food, representing 8,707 individuals (CHR)
- **26.5%** of students receive free or reduced-price lunch (Iowa Department of Education)
- **11%** of Story County adults reported 14 or more days of poor mental health per month (CHR)
- **12.5%** of all youth deaths in Story County were by suicide in 2017 (Iowa Department of Public Health)

**While these indicators are not the only ways to assess health in our community, these are data points that illustrate that there is a need in our goal area.*

UNITED WAY'S RESPONSE:

Healthy food We will increase access to healthy food and nutrition programming.

Mental health services We will provide awareness programming and therapeutic services.

Social connectedness We will increase community inclusion and provide social/emotional support.

WHERE WE STAND TODAY:

735 individuals served participated in healthy food access/nutrition programs.

11,582 individuals participated in mental health awareness programming (including domestic abuse, sexual abuse, substance abuse).

2,824 Story County clients were provided with mental health services through UWSC partner agency programs and services, including evaluations, medication management, counseling, or other therapeutic services.

78.2% of those surveyed reported improved quality of life, for a total of **356 individuals**.

Baseline from FY 2018-19. These performances measures are part of a comprehensive strategy map. They show a range of work, and are reported on by a number of different funded programs.

EDUCATION GOAL

Decrease the achievement gap by reaching 30% more underserved learners by 2025

For years, the work of our local collaboration has been recognized by the national Campaign for Grade Level Reading. This work doesn't start and end in third grade. We need to give kids a great start by helping support parents, delivering engaging out of school experiences, utilizing proven intervention strategies, and equipping community members with tools to address issues of impact. We also recognize the vital nature of community support in volunteering for mentoring programs and summer learning.

COMPELLING CONCERNS*:

- **27.2%** of Story County kindergarten students were not proficient in reading in SY18-19 (Iowa Department of Education)
- **26.2%** of Story County 3rd graders were not reading proficiently in SY18-19 (Iowa Department of Education, ISASP)

**While these indicators are not the only ways to assess education in our community, these are data points that illustrate that there is a need in our goal area.*

UNITED WAY'S RESPONSE:

High quality early childhood education We will increase access to underserved children by providing sliding fee scales.

Parenting knowledge and skills We will support parents in their role of being their kids' first teachers.

Grade level reading supports We will increase access for out-of-school learning and proven intervention strategies.

Community-based education and awareness We will educate community members on issues of impact and empower them with tools to take action.

WHERE WE STAND TODAY:

225 children from underserved populations were enrolled in high-quality early childhood programs supported by United Way.

More than 663 youth K-8 from underserved populations were provided with summer enrichment, which means access to quality and engaging out-of-school opportunities, that reinforce and enhance academic and social/emotional learning.

199 of surveyed families reported an increase in their parenting knowledge and skills, representing **94%** of those surveyed.

549 children who participated in early childhood and out-of-school programming improved or maintained their reading level, representing **97%** of those assessed.

3,996 of surveyed participants in community-based education programs reported having a better understanding than before, representing **94%** of those surveyed.

Baseline from FY 2018-19. These performances measures are part of a comprehensive strategy map. They show a range of work, and are reported on by a number of different funded programs.

FINANCIAL STABILITY GOAL

Strengthen financial stability by increasing the number of people served by 25% by 2025

Thousands of Story County families aren't in the financial position to weather even a small storm, struggling paycheck to paycheck. The COVID-19 pandemic has been no small storm. The numbers of people looking for help with basic needs is staggering. The work to build financially stable families can range from emergency support to helping families stay in school or maintain employment to strengthening their financial literacy. The final result of this is improved financial capacity and the ability to save for future emergencies.

COMPELLING CONCERNS*:

- **21.5%** of Story County individuals have incomes below the federal poverty level. This represents **18,527** individuals (American Community Survey, ACS)
- **19%** of Story County households experience severe housing problems, defined as households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities (County Health Rankings)
- **6.9%** of households in Story County receive cash public assistance income and/or food stamps/SNAP. This represents **2,577** households (ACS)
- **20.8%** of Story County adults 25 years+ have a high-school diploma or less education (ACS)
- **Only 22%** of surveyed individuals in Iowa said they had participated in financial education through school, college, or workplace (2018, M20, FINRA National Financial Capability Study)

**While these indicators are not the only ways to assess financial stability in our community, these are data points that illustrate that there is a need in our goal area.*

UNITED WAY'S RESPONSE:

Emergency food and homelessness prevention We will provide for basic needs.

Employment support We will help individuals remain in school and/or maintain employment.

Financial education We will provide basic personal finance education and other financial programs.

WHERE WE STAND TODAY:

47,150 individuals were served through emergency food programs (all Story County pantries, adult/family shelter food programs, and Healthy Food Vouchers).

1,437 households received financial assistance (rent and/or utilities) through GNEA and MICA to help with housing cost burdens and prevent homelessness.

529 of adults served through child care sliding fees and transitional living programs were able to remain in school or at their job, representing **79%**.

104 surveyed clients reported a general improvement in their financial situation, representing **28%** of those surveyed.

Baseline from FY 2018-19. These performances measures are part of a comprehensive strategy map. They show a range of work, and are reported on by a number of different funded programs.

STRATEGY MAP

HEALTH

Health Result 1: Story County residents have access to enough food and healthy food		
Indicator 1.1	% of Story County residents that are food insecure	CHR
Indicator 1.2	% of Story County residents that have limited access to healthy food	CHR
Indicator 1.3	% of students that receive free or reduced-price lunch	IDOE
Indicator 1.4	% of individuals in Story County who receive SNAP	
Indicator 1.5	% of Story County students who qualify for free or reduced-price lunch who are served through summer meal sites	Internal calculation
Strategy 1.1: Reduce the meal gap		
PM 1.1a	# of meals served monthly through UWSC partner agency programs and services	
PM 1.1b	# of sacks of food distributed through the K-5 Backpack program	
PM 1.1c	% of individuals served who were connected to mainstream benefits (such as WIC, SNAP)	GRF-EM6
Strategy 1.2: Improve access to and/or an ability to prepare nutritious food		
PM 1.2a	# of individuals served who participated in healthy food access/nutrition programs	GRF-AH1
PM 1.2b	# of healthy meals provided monthly through UWSC partner agency programs and services	
PM 1.2c	% of surveyed individuals who report an increase in healthy eating due to participation in a UWSC partner agency program or service	GRF-AH4
Health Result 2: Children, youth, and adults are emotionally/behaviorally and socially well		
Indicator 2.1	# of Story County residents per mental health provider	CHR
Indicator 2.2	Average # of days out of 30 adults report that their mental health was not good	CHR
Indicator 2.3	% of Story County adults reporting 14 or more days of poor mental health per month	CHR
Indicator 2.4	% of youth deaths in Story County that were by suicide	IDPH
Indicator 2.5	% of Story County adults 18+ who live alone	US Census/ACS
Indicator 2.6	# total of Story County adult individuals with independent living difficulty	ACS
Strategy 2.1: Increase awareness of mental health and available prevention and treatment services		
PM 2.1a	# of participants in UWSC partner agency mental health awareness programming (including domestic abuse, sexual abuse, substance abuse)	
PM 2.1b	% of surveyed participants in UWSC partner agency mental health awareness programming who reported an increase in knowledge	
PM 2.1c	# of programs presented	

Strategy 2.2: Improve access to behavioral health services		
PM 2.2a	# of Story County clients provided with mental health services through UWSC partner agency programs and services, including evaluations, medication management, counseling, or other therapeutic services	
PM 2.2b	% successfully discharged from counseling	
PM 2.2c	% successfully discharged from substance abuse treatment	
PM 2.2d	% of clients surveyed who reported a better ability to cope	GRF-AH6
PM 2.2e	% of individuals who avoided placement in a higher level of care (such as hospitalization or incarceration) due to mental health crisis services	
Strategy 2.3: Increase opportunities for underserved populations to reduce social isolation, increase positive, healthy social interactions and experiences, and receive social-emotional support		
PM 2.3a	# of individuals with disabilities who are engaged in integrated community inclusion	
PM 2.3b	# of individuals with disabilities served who live in a supported community living setting	
PM 2.3c	% of those surveyed who reported they had improved access to social or emotional supports	
PM 2.3d	% of those surveyed who reported improved quality of life	
PM 2.3e	% of those surveyed who indicated services permitted their family member to stay at home, surrounded by familial support	
PM 2.3f	# of community members involved with volunteering at UWSC partner agencies	GRF
PM 2.3g	# of community members participating in convenings to bring residents together on issues of shared importance	GRF-CE2
PM 2.3h	# of unduplicated participants in small group public education activities (ex/support groups, clubs)	
Health Result 3: Story County residents are physically well		
Indicator 3.1	% of adults reporting fair or poor health	CHR
Indicator 3.2	# of Story County residents per primary care physician	CHR
Indicator 3.3	# of Story County residents per dentist	CHR
Indicator 3.4	% of population with no health insurance coverage	ACS
Strategy 3.1: Increase access to preventative, curative, and palliative care		
PM 3.1a	# of patients served by the Story County Dental Clinic	
PM 3.1b	% receiving regular check-ups	
PM 3.1c	# of community health clinics presented	
PM 3.1d	# of participants who report an increased level of exercise	GRF-AH3
PM 3.1e	# of clients receiving physical health services (including In-Home Nursing, Home-Based Hospice, Homemaker Services)	
PM 3.1f	% of surveyed participants who reported an increased understanding (ex/of prescription and over-the counter medicines, of how to care for a family member, etc.) or an ability to meet individualized health goals	

Strategy 3.2: Equip individuals to negotiate the healthcare system		
PM 3.2a	% of those surveyed who reported being able to live independently due to services	
PM 3.2b	% of families that received adequate referral sources	
Strategy 3.3: Promote Safety		
PM 3.3a	% of those surveyed who report increased awareness of safety measures	
PM 3.3b	% of those surveyed who report feeling increased physical safety	

EDUCATION

Education Result 1: Children enter school developmentally on track		
Indicator 1.1	% of kindergarten students who are proficient in reading	IDOE
Indicator 1.2	% of Story County kindergarten students who meet developmental milestones in all 5 domains of school readiness (language & literacy development, cognition & general knowledge, approaches towards learning, physical well-being & motor development, social & emotional development)	In-house data
Strategy 1.1: Address child and family basic needs		
PM 1.1a	% of families that successfully exited a family support program	
Strategy 1.2: Foster child development		
PM 1.2a	% of children ages 0-5 who maintain or improve proficiency in literacy skills from from pre- to post- assessment	
PM 1.2b	% of children ages 0-5 who meet or exceed widely-held child development expectations (ex/GOLD, ASQ, LSP)	GRF-CS4
PM 1.2c	# of children from underserved populations who are enrolled in high-quality early childhood programs supported by United Way	GRF-CS1
Strategy 1.3: Provide resources and supports to families and caregivers that strengthen interactions and promote early learning in a home environment		
PM 1.3a	% of surveyed families who reported an increase in their parenting knowledge and skills	
PM 1.3b	# of caregivers that report reading the developmentally-appropriate amount to their children (most standards recommend 20 minutes for 0-5)	
PM 1.3c	# of families and caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills	GRF-CS3
PM 1.3d	% of surveyed families who reported an additional positive outcome, such as an increase in nurturing attachment, improved family problem-solving, or an increase in words or turns in parent-child dialogue	
Education Result 2: Children exit 3rd grade reading at grade level		
Indicator 2.1	% of 3rd graders reading proficiently	IDOE

Strategy 2.1: Address child and family basic needs		
PM 2.1a	% of youth that reported feeling a sense of belonging K-8	
PM 2.1b	% of youth that improved or maintained positive relationship skills K-8	
PM 2.1c	# of youth K-8 from underserved populations who participated in summer enrichment programs, quality and engaging out-of-school opportunities that reinforce and enhance academic and social/emotional learning	
Strategy 2.2: Foster child development		
PM 2.2a	% of students who completed Reading Corps	
PM 2.2b	% of students who completed Reading Corps that exceeded target growth	
PM 2.2c	# of minutes read in out-of-school programs (summer & school-year)	
PM 2.2d	# of children participating in summer enrichment programs	
PM 2.2e	% of children participating in summer enrichment programs that are on free or reduced lunch	
PM 2.2f	% of children who participate in programming who improve or maintain their reading level (FAST, guided reading, other)	
PM 2.2g	% of surveyed participants who report academic success	
PM 2.2h	% of surveyed youth participants who learned a new skill	
Strategy 2.3: Involve the community to increase wrap-around supports		
PM 2.3a	# of children in mentoring programs	
PM 2.3b	# of mentor-mentee pairs who have been together 1 year+	
PM 2.3c	# of return volunteers in children's programs	GRF-CS
PM 2.3d	% of all volunteers in children's programs who are returnees	
PM 2.3e	# of new volunteers in children's programs	GRF-CS
PM 2.3f	% of all volunteers in children's programs who are new in fiscal year	
Education Result 3: Learners develop the skills needed for life and career, including but not limited to civic literacy, employability skills, financial literacy, and health literacy		
Indicator 3.1	% of Story County students from underserved populations that graduate from high school	IDOE
Indicator 3.2	Average index of post-secondary readiness in Story County high schools	IDOE
Strategy 3.1: Ensure learners are engaged		
PM 3.1a	% of youth who report a positive attitude about school	
PM 3.1b	% of surveyed participants in community-based education programs that have a better understanding than before	
PM 3.1c	% of surveyed participants in community-based education programs who reported making a change based on the program	
PM 3.1d	% of surveyed participants in community-based education programs who reported feeling prepared and confident to take action	
Strategy 3.2: Ensure families and/or support systems are engaged		
Strategy 3.3: Decrease barriers to participation and success		
PM 3.3a	% of retained participants	

FINANCIAL STABILITY

Financial Stability Result 1: Access to basic needs		
Indicator 1.1	% of individuals below the federal poverty level	ACS
Indicator 1.2	% of households that experience severe housing problems, defined as households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities	CHR
Indicator 1.3	% of households who spend 30% or more of their income on rent	ACS
Indicator 1.4	% of households that receive SSI, cash public assistance income, or food stamps/SNAP	ACS
Indicator 1.5	% of all Story County workers 16+ with no vehicle available to them	ACS
Indicator 1.6	% of Story County workers who must commute more than 10 miles one-way to work	On the Map
Strategy 1.1: Provide housing assistance		
PM 1.1a	# of households served through UWSC partner agencies housing-assistance programs in Story County (shelter, transitional living program, other re-housing)	
PM 1.1b	# of Story County households who received financial assistance (rent and/or utility) to help with housing cost burdens and prevent homelessness	
PM 1.1c	# of individuals experiencing homelessness who gained access to transitional or permanent housing or other positive housing options (ex/treatment, housing with friends/family)	
Strategy 1.2: Provide emergency services		
PM 1.2a	# of individuals served through emergency food programs (all Story County pantries, adult/family shelter food programs, and Healthy Food Vouchers)	
PM 1.2b	# of pounds of food distributed through the pantries	
PM 1.2c	# of individuals provided with emergency assistance for basic material needs beyond housing and food assistance (crisis childcare, gas vouchers, disaster relief)	
PM 1.2d	% of surveyed individuals who reported a positive impact of emergency assistance of any kind	
Strategy 1.3: Ensure access to reliable transportation		
PM 1.3a	% of surveyed individuals who reported improved access to needed services due to transportation services	
PM 1.3b	# of individuals provided with transportation assistance (including gas or bus vouchers, Wheels for Work vehicles, rides from HIRTA or RSVP)	
PM 1.3c	% of Wheels for Work vehicle recipients who reported maintaining employment in the 12 months since receiving their vehicles	
PM 1.3d	% of Wheels for Work vehicle recipients who reported receiving a promotion or raise in the 12 months since receiving their vehicles	GRF-EM5
Strategy 1.4: Grow knowledge of community resources to help meet basic needs		
PM 1.4a	% of surveyed individuals who reported improved knowledge of community resources to meet basic needs	

PM 1.4b	% of households connected to mainstream benefits (such as WIC, SNAP, Medicaid)	GRF-EM6
Financial Stability Result 2: Increasing income		
Indicator 2.1	Index of income inequality	CHR
Indicator 2.2	% unemployment rate of those at or below the federal poverty level	ACS
Indicator 2.3	% of income going to childcare for one infant at a licensed center, for a family earning the median income for Story County	CCR&R
Indicator 2.4	% of Story County adults 25 years+ who have a high-school diploma or less education	ACS
Indicator 2.5	% of adults 25 years+ who have some college but no degree	ACS
Strategy 2.1: Assist clients in securing or maintaining employment		
PM 2.1a	% of those able to remain in school or at their job	
PM 2.1b	% of individuals able to start school or obtain a new job while receiving services	
Strategy 2.2: Provide affordable childcare to working parents		
PM 2.2a	# of families who were able to access childcare due to the sliding fee scale	
PM 2.2b	# of families who received crisis childcare and/or childcare for mildly-ill children	
PM 2.2c	% of surveyed caregivers who reported an improved quality of life due to childcare services (regular and/or emergency)	
Strategy 2.3: Provide supports for additional workforce-related education/training		
PM 2.3a	# of individuals served who received additional education, including job-relevant licenses, certificates, and/or credentials	GRF-EM8
PM 2.3b	# of individuals served who received a postsecondary degree	
Strategy 2.4: Promote the development of soft skills and other workplace readiness skills		
PM 2.4a	% of clients that successfully completed probation supervision	
PM 2.4b	% of clients that successfully completed probation that did not reoffend the following year	
PM 2.4c	% of surveyed clients (youth 14+ and adults) who reported having learned or strengthened skills needed in the workplace including, but not limited to, social skills/teamwork, self-advocacy skills, resilience	
PM 2.4d	% of surveyed clients who reported having made a positive change based on their learning	
Strategy 2.5: Facilitate access to tax refunds		
PM 2.5a	# of individuals who filed taxes through MyFreeTaxes for previous calendar year	
PM 2.5b	average dollar amount of tax return	GRF-EM7
Financial Stability Result 3: Increased Financial Capability		
Indicator 3.1	% of Story County households unbanked (no savings or checking account)	PN
Indicator 3.2	% of Story County households underbanked	PN
Indicator 3.3	% of surveyed individuals in Iowa who indicated it is difficult to cover expenses and pay all bills in a typical month	FINRA

Indicator 3.4	% of Story County households without sufficient liquid assets to subsist at the poverty level for three months in the absence of income	PN
Indicator 3.5	% of surveyed individuals in Iowa who indicated that thinking about their personal finances makes them anxious	FINRA
Indicator 3.6	% of surveyed individuals in Iowa who said they had participated in financial education through school, college, or workplace	FINRA
Strategy 3.1: Provide financial education		
PM 3.1a	# of participants in financial literacy or financial assistance programs	
PM 3.1b	% of surveyed participants who reported having increased financial knowledge	
PM 3.1c	# of hours/sessions of financial coaching provided	
Strategy 3.2: Support access to banks' financial services		
PM 3.2a	# of individuals who reported having gained access to financial services, such as a savings or checking account	
PM 3.2b	% of surveyed individuals who reported a decrease in use of non-bank financial services, such as money orders, check cashing services, pay-day loans	
Strategy 3.3: Increase financial opportunity		
PM 3.3a	% of surveyed clients who reported a general improvement in financial situation	
PM 3.3b	# of individuals who specifically reported having improved their income to expense ratio	

ACRONYM INDEX