

United Way of Story County Strategy Map 2023



Health Result 1: Story County resident have access to enough food and healthy food		
H-Ind.1.1	% of Story County residents that are food insecure	CHR
H-Ind.1.2	% of Story County residents that have limited access to healthy food	CHR
H-Ind.1.3	% of students that receive free or reduced-price lunch	IDOE
H-Ind.1.4	% of households in Story County who receive SNAP (**Disaggregated data available)	ACS
Health Strategy 1.1: Reduce the meal gap		
H-PM 1.1a	# of meals served annually through UWSC partner agency programs and services	
H-PM 1.1b	# of sacks of food distributed through the K-5 Backpack program	
H-PM 1.1c	# of individuals referred to food assistance programs to reduce food insecurity and/or improve nutrition (WIC, SNAP, free-or-reduced lunch, senior commodity food box, etc.)	GRF-EM6
H-PM 1.1d	# of individuals supported to complete an application for food assistance programs (WIC, SNAP, free-or-reduced lunch, senior commodity food box)	
Health Strategy 1.2: Improve access to and/or an ability to prepare nutritious food		
H-PM 1.2a	# of individuals served who participated in healthy food access/nutrition programs	GRF-AH1
H-PM 1.2b	# of healthy meals provided through UWSC partner agency programs and services	
H-PM 1.2c	% of surveyed individuals who reported an increase in healthy eating due to participation in a UWSC partner agency program or service	GRF-AH4
Health Result 2: Story County residents of all ages are mentally healthy and socially connected		
H-Ind. 2.1	# of Story County residents per mental health provider	CHR
H-Ind. 2.2	Average # of days out of 30 adults report that their mental health was not good	CHR
H-Ind. 2.3	% of Story County adults reporting 14 or more days of poor mental health per month	CHR
H-Ind. 2.4	% of Story County youth who answered “yes” to the question “During the past 12 months, did you ever feel so sad and hopeless almost every day for 2 weeks or more in a row that you stopped doing some usual activities?”	IYS
H-Ind. 2.5	% of Story County youth of all grades who answered “yes” to the question “During the past 12 months, have you made a plan about how you would kill yourself?”	IYS
H-Ind. 2.6	# of deaths by suicide in Story County (total)	IHHS
H-Ind. 2.7	% of suicide deaths in Story County that were by teens	IHHS
H-Ind. 2.8	% of Story County householders 18+ who live alone	ACS
H-Ind. 2.9	# total of Story County adult individuals with independent living difficulty	ACS
Health Strategy 2.1: Increase awareness of behavioral health (including mental health and substance use). Grow awareness of available prevention and treatment services.		
H-PM 2.1a	# of participants in UWSC partner agency mental health awareness programming (including domestic abuse, sexual abuse, substance abuse)	
H-PM 2.1b	% of surveyed participants in UWSC partner agency mental health awareness programming who reported an increase in knowledge (**Disaggregated into adult and youth)	
H-PM 2.1c	# of programs presented	
H-PM 2.1d	# of referrals made to mental health services	
Health Strategy 2.2: Improve access to behavioral health services (including mental health and substance use)		
H-PM 2.2a	# of Story County individuals provided with mental health services through UWSC partner agency programs and services, including evaluations, medication management, counseling, or other therapeutic services	
H-PM 2.2b	# of hours of counseling provided	
H-PM 2.2c	% of individuals successfully discharged from substance abuse treatment	
H-PM 2.2d	% of individuals surveyed who reported a better ability to cope	GRF-AH6
H-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	
Health Strategy 2.3: Increase opportunities to reduce social isolation, increase positive, healthy social interactions and experiences, and receive social-emotional support. (Special focus on underserved populations.)		
H-PM 2.3a	# of individuals with disabilities who were engaged in integrated community inclusion	

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H-PM 2.3b	# of individuals with disabilities served who live in a supported community living setting	
H-PM 2.3c	% of individuals surveyed who reported they had improved access to social or emotional supports	
H-PM 2.3d	% of individuals surveyed who reported improved quality of life	
H-PM 2.3e	% of individuals surveyed who indicated services permitted their family member to stay at home, surrounded by familial support	
H-PM 2.3f	# of community members involved with volunteering at UWSC partner agencies	GRF
H-PM 2.3g	# of community members who participated in UWSC convenings on issues of shared importance	GRF-CE2
H-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		
H-Ind. 3.1	% of adults reporting fair or poor health	CHR
H-Ind. 3.2	# of Story County residents per primary care physician	CHR
H-Ind. 3.3	# of Story County residents per dentist	CHR
H-Ind. 3.4	% of Story County population with no health insurance coverage (**Disaggregated data available)	ACS
Health Strategy 3.1: Increase access to physical and dental health care		
H-PM 3.1a	# of individuals who were connected with health insurance with support from partner agencies	
H-PM 3.1b	% of individuals who received regular check-ups	
H-PM 3.1c	# of community health clinics offered	
H-PM 3.1d	# of individuals who reported an increased level of exercise	GRF-AH3
H-PM 3.1e	# of individuals who received physical and dental health services	
H-PM 3.1f	% of surveyed individuals 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	
H-PM 3.1g	# of Story County residents who utilized prescription discount cards distributed by United Way of Story County	
H-PM 3.1h	\$ amount of prescription cost-savings due to SingleCare cards	
Health Strategy 3.2: Equip individuals to negotiate the healthcare system		
H-PM 3.2a	% of individuals surveyed who reported being able to live independently due to services	
H-PM 3.2b	% of individuals surveyed who stated they had received adequate referrals	
Health Strategy 3.3: Promote Safety		
H-PM 3.3a	% of individuals surveyed who reported increased awareness of safety measures	
H-PM 3.3b	% of individuals surveyed who reported feeling increased physical safety	
Education Result 1: Children enter school developmentally on track		
E-Ind. 1.1	% of Story County newborns who faced 3 or more cumulative birth risks (i.e. poverty, preterm/LBW, single mom, teen mom, low maternal education, prenatal tobacco)	I2D2
E-Ind. 1.2	% of Story County children enrolled in preschool the year before entering kindergarten	I2D2
E-Ind. 1.3	# of childcare spaces in Story County	CCR&R
E-Ind. 1.4	% of Story County children under six years with all caregivers in the labor force	I2D2
E-Ind. 1.5	% of kindergarten students who meet fall benchmarks for early literacy universal screening measures	IDOE
E-Ind. 1.6	% of Story County children under age 5 living in poverty (**Disaggregated data available)	ACS
Education Strategy 1.1: Address child and family basic needs		
E-PM 1.1a	# of referrals to community partners and resources to meet basic needs	
Education Strategy 1.2: Foster child development		
E-PM 1.2a	% of children ages 0-5 who improved proficiency in early literacy skills from pre- to post- assessment	

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E-PM 1.2b	% of children ages 0-5 who met or exceeded widely-held child development expectations (ex/GOLD, ASQ, LSP)	GRF-CS4
E-PM 1.2c	# of children from underserved populations who were enrolled in high-quality early childhood programs supported by United Way	GRF-CS1
Education Strategy 1.3: Provide resources and supports to families and caregivers that strengthen interactions and promote early learning in a home environment		
E-PM 1.3a	% of surveyed caregivers who reported an increase in their parenting knowledge and skills	
E-PM 1.3b	# of caregivers who reported reading the developmentally-appropriate amount to their children (<i>most standards recommend 20 minutes for 0-5</i>)	
E-PM 1.3c	# of caregivers served that were provided with information, resources, tools, trainings, and/or teaching skills	GRF-CS3
E-PM 1.3d	% of caregivers who successfully exited a family support program	
E-PM 1.3e	# of presentations given to promote early literacy	
Education Strategy 1.4: Increase capacity of high-quality ECE in Story County		
E-PM 1.4a	# of outreach activities to increase the number of qualified childcare workers in Story County	ARPA grant
E-PM 1.4b	# of new childcare workers recruited	
E-PM 1.4c	% of current childcare workers retained	
E-PM 1.4d	# of new childcare slots opened due to efforts	
Education Result 2: Children exit 3rd grade reading at grade level and maintain proficiency until graduation		
E-Ind. 2.1	% of Story County 3 rd graders reading proficiently	IDOE
E-Ind. 2.2	% of Story County 8 th graders reading proficiently	IDOE
E-Ind. 2.3	% of Story County 11 th graders reading proficiently	IDOE
E-Ind. 2.4	% of Story County students attending school daily (average)	IDOE
E-Ind. 2.3	# of children in Story County school districts who are English learners	IDOE
E-Ind. 2.4	# of children in Story County school districts who receive special education services	IDOE
Education Strategy 2.1: Address child and family basic needs		
E-PM 2.1a	% of youth that reported feeling a sense of belonging K-8	
E-PM 2.1b	% of youth that improved positive relationship skills K-8	
E-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	
E-PM 2.1d	# of youth K-8 from underserved populations who participated in out-of-school programs (school-year)	
Education Strategy 2.2: Foster child development		
E-PM 2.2a	# of students who participated in Reading Corps in Story County	
E-PM 2.2e	Average minutes of Reading Corps tutoring per week per student	
E-PM 2.2b	# of students in Reading Corps that exceeded target growth	
E-PM 2.2c	# of minutes read in out-of-school programs (summer & school-year)	
E-PM 2.2d	# of children total who participated in summer enrichment programs	
E-PM 2.2f	% of children who participated in programming who improved their reading level (FAST, guided reading, other)	
E-PM 2.2g	% of surveyed individuals who reported academic success (either student, parent, or teacher reports)	
E-PM 2.2h	% of surveyed individuals who learned a new skill	
Education Strategy 2.3: Involve the community to increase wrap-around supports		
E-PM 2.3a	# of children in mentoring programs	
E-PM 2.3b	# of mentor-mentee pairs who have been together 1 year+	
E-PM 2.3c	# of unduplicated volunteers in children's programs	GRF-CS
E-PM 2.3d	# of volunteer hours in children's programs	
E-PM 2.3e	# of attendance-related outreach activities initiated by UWSC	

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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		
E-Ind. 3.1	% of Story County students that graduate from high school (**Disaggregated data available)	IDOE
E-Ind. 3.2	% of Story County students who completed FAFSA	IPRR
E-Ind. 3.3	% of Story County survey respondents who indicated they had unknown intentions after high school	IDOE
E-Ind. 3.4	% of Story County seniors who took the SAT/ACT test	IPRR
Education Strategy 3.1: Ensure learners are engaged		
E-PM 3.1a	% of individuals surveyed who reported a positive attitude about school	
E-PM 3.1b	% of individuals surveyed in community-based education programs who had a better understanding than before	
E-PM 3.1c	% of individuals surveyed in community-based education programs who reported making a change based on the program	
E-PM 3.1d	% of individuals surveyed in community-based education programs who reported feeling prepared and confident to take action	
E-PM 3.1e	# of individuals served through advocacy for social development or PEA programs	
Education Strategy 3.2: Ensure families and/or support systems are engaged		
E-PM 3.2a	# of community events hosted or participated in to increase engagement and understanding of post-secondary education options and steps	
E-PM 3.2b	# of community events hosted or participated in to increase engagement and understanding of career options and steps	
Education Strategy 3.3: Decrease barriers to participation and success		
E-PM 3.3a	# of public education & awareness events hosted (excluding post-secondary specific)	
E-PM 3.3b	# of individuals reached through post-secondary awareness events or programming	
E-PM 3.3c	# of individuals reached through career awareness events or programming	
E-PM 3.3d	Dollar value of wrap-around supports provided to reduce barriers to educational programs (including meals, childcare services, transportation, etc.)	
Financial Stability Result 1: Story County residents can meet their basic needs		
FS-Ind. 1.1	% of individuals below the federal poverty level (**Disaggregated data available)	ACS
FS-Ind. 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
FS-Ind. 1.3	% of households who spend 30% or more of their income on rent	ACS
FS-Ind. 1.4	% of households that receive SSI, cash public assistance income, or food stamps/SNAP	ACS
FS-Ind. 1.5	% of all Story County workers 16+ with no vehicle available to them	ACS
FS-Ind. 1.6	Average commute time for Story County workers (minutes)	ACS
FS-Strategy 1.1: Provide housing assistance		
FS-PM 1.1a	# of individuals served through UWSC partner agencies housing-assistance programs in Story County (shelter, transitional living program, other re-housing)	
FS-PM 1.1b	# of Story County individuals who received financial assistance (rent and/or utility) to help with housing cost burdens and prevent homelessness	
FS-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)	
FS-Strategy 1.2: Provide emergency services		
FS-PM 1.2a	# of individuals served through emergency food programs (all Story County pantries, adult/family shelter food programs, and Healthy Food Vouchers)	
FS-PM 1.2b	# of pounds of food distributed through the pantries	
FS-PM 1.2c	# of individuals provided with emergency assistance for basic material needs beyond housing and food assistance (crisis childcare, gas vouchers, disaster relief)	
FS-PM 1.2d	% of surveyed individuals who reported a positive impact of emergency assistance of any kind	

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FS-Strategy 1.3: Ensure access to reliable transportation		
FS-PM 1.3a	% of surveyed individuals who reported improved access to needed services due to transportation services	
FS-PM 1.3b	# of individuals provided with transportation assistance (including gas or bus vouchers, Wheels for Work vehicles, rides from HIRTA or RSVP)	
FS-PM 1.3c	% of Wheels for Work vehicle recipients who reported maintaining employment in the 12 months since receiving their vehicles	
FS-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
FS-Strategy 1.4: Grow knowledge of community resources to help meet basic needs		
FS-PM 1.4a	% of surveyed individuals who reported improved knowledge of community resources to meet basic needs	
FS-PM 1.4b	# of individuals referred to financial assistance and other non-food programs to increase their disposable income (Medicaid, TANF, Section 8, LIHEAP, other)	GRF-EM6
FS-PM 1.4c	# of individuals supported by program staff to complete a new application for financial assistance and other non-food programs	
Financial Stability Result 2: Story County residents have meaningful opportunities to increase their household income		
FS-Ind. 2.2	% unemployment rate (**Disaggregated data available)	ACS
FS-Ind. 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
FS-Ind. 2.4	% of Story County individuals 25 years+ who have a high-school diploma or less education	ACS
FS-Ind. 2.5	% of Story County individuals 25 years+ who have some college but no degree	ACS
FS-Strategy 2.1: Assist individuals in securing or maintaining employment		
FS-PM 2.1a	# of clients who were able to obtain or remain in school or at their job while receiving services	
FS-Strategy 2.2: Provide affordable childcare to working parents		
FS-PM 2.2a	# of families who were able to access childcare due to the sliding fee scale	
FS-PM 2.2b	# of families who received crisis childcare	
FS-PM 2.2c	% of surveyed caregivers who reported an improved quality of life due to childcare services (regular and/or emergency)	
FS-Strategy 2.3: Provide supports for additional workforce-related education/training		
FS-PM 2.3a	# of individuals served who received additional education, including job-relevant licenses, certificates, credentials, and/or college degree	GRF-EM8
FS-Strategy 2.4: Promote the development of soft skills and other workplace readiness skills		
FS-PM 2.4a	% of individuals who successfully completed probation supervision	
FS-PM 2.4b	% of individuals who that successfully completed probation that did not reoffend the following year	
FS-PM 2.4c	% of surveyed individuals (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	
FS-PM 2.4d	% of surveyed individuals who reported having made a positive change based on their learning	
FS-Strategy 2.5: Facilitate access to tax refunds		
FS-PM 2.5a	# of individuals who filed taxes through MyFreeTaxes or VITA for previous calendar year	
FS-PM 2.5b	Average dollar amount of tax return	GRF-EM7
Financial Stability Result 3: Story County residents have increased financial capability		
FS-Ind. 3.1	% of Story County households unbanked (no savings or checking account)	PN
FS-Ind. 3.2	% of Story County households underbanked	PN
FS-Ind. 3.3	% of surveyed individuals in Iowa who indicated it is difficult to cover expenses and pay all bills in a typical month	FINRA
FS-Ind. 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

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FS-Ind. 3.5	% of surveyed individuals in Iowa who indicated that thinking about their personal finances makes them anxious	FINRA
FS-Ind. 3.6	% of surveyed individuals in Iowa who said they had participated in financial education through school, college, or workplace	FINRA
FS-Strategy 3.1: Provide financial education		
FS-PM 3.1a	# of participants in financial literacy or financial assistance programs	
FS-PM 3.1b	% of surveyed participants who reported having increased financial knowledge	
FS-PM 3.1c	# of hours/sessions of financial coaching provided	
FS-PM 3.1d	# of individuals who reported they shared what they learned in financial literacy classes (with friends, family)	
FS-Strategy 3.2: Support access to banks' financial services		
FS-PM 3.2a	# of individuals who reported having gained access to financial services, such as a savings or checking account	
FS-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	
FS-Strategy 3.3: Increase financial opportunity		
FS-PM 3.3a	% of surveyed clients who reported a general improvement in financial situation	
FS-PM 3.3b	# of individuals who specifically reported having improved their income to expense ratio	
FS-PM 3.3c	# of surveyed individuals who reported an improved ability to deal with an unexpected expense (ex/lost job, sick family member)	

Data Sources - Acronym Index:

- ACS = American Community Survey, US Census Bureau
- CCR&R = Iowa Child Care Resource & Referral
- CHR = County Health Rankings & Roadmaps, University of Wisconsin Population Health Institute
- FINRA = Financial Industry Regulatory Authority, Inc
- GRF = Global Results Framework (United Way Worldwide Scorecard)
- IDOE = Iowa Department of Education
- IHHS= Iowa Department of Health and Human Services
- IPRR = Iowa Post-Secondary Readiness Reports, State website (collaborative of IDOE, IWD, Iowa College Aid, and Board of Regents)
- IYS = Iowa Youth Survey, conducted by the Department of Health and Human Services with support from the Department of Education
- I2D2 = Iowa's Integrated Data System for Decision-Making (project of Iowa State University), IA Data Drive
- PN = Prosperity Now (national nonprofit)

Results-Based Accountability Key:

Result: The condition of well-being we want for our children, families, and the community as a whole.

Indicator: How we know there is a need. ("Ind.")

Strategy: What works to improve these conditions.

Performance Measure: How we know if programs and agencies are working. ("PM")