### United Way of Greater Waterbury – Basic Needs Impact Area

**Helping people become more self-sufficient in meeting their basic needs**

**Vision:** All Greater Waterbury residents have adequate healthcare, housing and food.

#### Outcomes for People #A:
Greater Waterbury residents have timely access to appropriate, affordable physical, dental & behavioral healthcare, incl. prevention & intervention services.

#### Community Change #1:
Greater Waterbury residents have improved access to coordinated comprehensive services appropriate to their needs.

#### Strategies:
- A. Maintain or expand programs' capacity to provide basic physical, dental, and behavioral healthcare services, including related prevention and intervention services, through adequate funding.
- B. Improve coordination of the current system for providing services, including for special populations.
- C. Educate providers about 2-1-1 Navigator or other linkages for services.
- D. Facilitate 2-1-1 and providers to work together more effectively.
- E. Support multi-lingual educational campaigns to help residents know how to access existing services and obtain medical insurance using conventional & unconventional methods appropriate to specific special populations.

#### Outcomes for People #B:
Greater Waterbury residents have expanded access to safe and affordable housing - temporary and permanent.

#### Community Change #2:
Greater Waterbury residents have increased safe emergency housing (shelter) and support services for homeless individuals and families.

#### Strategies:
- A. Convene or support others to convene a public forum on affordable housing issues, including city and other housing plans; and support efforts to identify profitable investment options for investors and educate potential investors.
- B. Support expansion of permanent affordable housing options.
- C. Support the Waterbury Coordinated Access Network community plan to end homelessness.
- D. Support training/education about existing programs for various provider groups (e.g. faith-based, medical & public school communities).

#### Outcomes for People #C:
Greater Waterbury residents have access to affordable, nutritious food.

#### Community Change #3:
Greater Waterbury emergency food providers have increased resources to obtain nutritious food.

#### Strategies:
- A. Fund emergency food programs.
- B. Support efforts to educate the public and funders.
- C. Continue efforts in Food Resource Committee to identify special funding for offsets infrastructure costs.

#### Community Change #4:
Greater Waterbury has a system in place that seamlessly links residents seeking food assistance to other services that help reduce food insecurity.

#### Strategies:
- A. Support efforts by Food Resource Committee to provide training for staff/volunteers of food assistance programs so that they can identify needs and connect clients to services.

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*Red = program  Blue = community  Green = both*
United Way of Greater Waterbury – Education Impact Area

**Increasing opportunities for children and youth to succeed**

**Vision:** All Greater Waterbury children have the opportunity to learn and achieve their potential for success in life through positive experiences supported by parents, families, schools and the broader community.

**Outcomes for People #A:** Greater Waterbury children birth-5 have expanded access to quality early educational experiences.

**Community Change #1:** Greater Waterbury has a multi-pronged approach in place to enhance families' ability to be their young children's first teachers.

**Proposed Strategies:**
- B. Support ongoing home visiting programs that focus on early literacy.
- C. Support collaboration (incl medical, faith, business and social service communities) that focuses on working with parents and parents-to-be during pregnancy, at time of birth and ongoing pediatrician visits to promote child development and Early Literacy.

**Community Change #2:** Greater Waterbury early care and education providers have easier access to further their professional development leading to widespread adoption of best practices.

**Proposed Strategies:**
- A. Increase access to professional development for child care staff.
- B. Support implementation of quality measures at child care sites that demonstrate improved instruction.
- C. Collaborate with others to develop creative approaches to educate home-based child care providers about opportunities to improve their knowledge.

**Community Change #3:** Greater Waterbury has a system to foster families' knowledge, skills, and engagement so they can help their children succeed in school.

**Proposed Strategies:**
- A. Collaborate with others to develop a marketing campaign aimed at decision-makers (including Born Learning) that fosters public education.

**Outcomes for People #B:** An increased number of Greater Waterbury children and youth 5-18 have opportunities to experience success and achieve their potential.

**Community Change #2:** Greater Waterbury early care and education providers have easier access to further their professional development leading to widespread adoption of best practices.

**Proposed Strategies:**
- A. Support implementation of quality measures at child care sites that demonstrate improved instruction.
- B. Support efforts to expand computer literacy and access to technology for families.
- C. Collaborate with others to develop a marketing campaign to educate parents on the relationship between school success and success in life.

**Community Change #3:** Greater Waterbury offers adequate access to out of school time programs that focus on children's cognitive, physical and social/emotional competencies.

**Proposed Strategies:**
- A. Support mentoring/peer support programs for parents and caregivers.
- B. Support efforts to expand computer literacy and access to technology for families.
- C. Support positive youth development programs in which developmental assets are promoted:
  - A. Boys and girls are educated about life options, including the value of postponing parenthood.
  - B. Youth are encouraged to excel and continue in their education.
  - C. Intentional relationship building between adults and children.
  - D. Enhancing the degree to which both boys and girls feel valued by and have an active role in the community.
  - E. Adults and youth working with others to develop strategies that improve safety.
  - F. Children are encouraged to be physically active.
United Way of Greater Waterbury – Income Stability Impact Area

**Increasing financial stability through employment opportunities**

**Vision:** All Greater Waterbury residents have adequate economic self-sufficiency for themselves and their family.

### Community Change #1:
Greater Waterbury has a system in place that links displaced experienced workers to transitional career counseling and training.

#### Proposed Strategies:
- A. Fund career counseling/ training programs.
- B. Adapt 2-1-1 Navigator to enable people to determine which career counseling/ training programs they can access and how quickly they can be accessed.
- C. Encourage common criteria, approaches and coordination among existing career counseling/training programs to increase ease of access.
- D. Support expanded public funding of career counseling/training programs.
- E. Publicize or support efforts to publicize the existence, value and ease of access to career counseling/training programs through creative marketing strategies.
- F. Educate small employers about availability of career counseling, reemployment & training programs and encourage employers to share this information with impacted employees.

### Community Change #2:
Greater Waterbury has a system in place that provides outreach and career counseling, education, and training to youth and adults necessary to pursue viable careers.

#### Proposed Strategies:
- A. Encourage economic development plans to address the lack of timely, affordable transportation to job sites.
- B. Identify and support programs that assist people in overcoming barriers to employment and training, including transportation and child care.
- C. Support programs that assist people in addressing personal history issues related to employment (particularly age, disability, credit or criminal background, homelessness).
- D. Encourage employers to consider hiring and retaining people with personal history issues (particularly age, disability, credit or criminal background, homelessness).
- E. Publicize or support efforts to publicize the existence, value and ease of access to career counseling/training programs through creative marketing strategies.
- F. Educate small employers about availability of career counseling, reemployment & training programs and encourage employers to share this information with impacted employees.

### Impact Area

**Outcomes for People #A:** Experienced workers whose skills are no longer in demand have expanded training and employment opportunities.

**Outcomes for People #B:** Under-employed and unemployed youth and adults (including those who do not speak English) have expanded entry level employment opportunities that may lead to self-sufficiency.

**Outcomes for People #C:** Under-employed and unemployed youth and adults have opportunities to increase their income, build savings, and become financially stable.

**Outcomes for People #D:** Underemployed and unemployed youth and adults have opportunities to increase their income, build savings, and become financially stable.

**Outcomes for People #E:** Underemployed and unemployed youth and adults have opportunities to increase their income, build savings, and become financially stable.

**Proposed Strategies:**
- A. Support programs that help youth and/or adults identify job readiness with specific actual skills.
- B. Support efforts to expand public funding for programs that link people who have skills and readiness with specific actual jobs.
- C. To maximize effectiveness of existing resources, encourage coordination between public and private programs that link people who have skills and readiness with specific actual jobs.
- D. Encourage expansion of existing programs to unconventional hours so that employed people can access those programs.
- E. Publicize or support efforts to publicize the existence of career advancement programs through creative marketing strategies.
- F. Educate small employers about availability of career advancement programs and encourage employers to share this information with their employees.
- G. Implement job retention strategies.