



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

United Way of Horry County (UWHC) Community Impact Transition

United Way of
Horry County
UnitedWayHorry.org



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What we currently do

FINANCIAL STABILITY



EDUCATION



ACCESS TO HEALTH



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The “Community Investment” Strategy

UWHC is currently operating as a “Community Chest” model



The problem

Agencies are allowed to create their own outcomes,
it is hard to measure the true impact



The need for CHANGE!

To be sustainable for the future, UWHC must:

- Diversify funding
 - i.e. grants, individual donors
- Narrow down our focus areas
- Incorporate more internal programs/initiatives
- Show the TRUE impact that we are making in the community
- Serve as the coordinator for the community, identifying gaps and uniting partners to come together to work towards common issues



United Way World Wide

In the early 2000's, United Way Worldwide launched the Impact model

- Transformed United Ways from a fundraising model to an impact-based model
- Effectiveness is not measured by fundraised dollars, but by outcomes

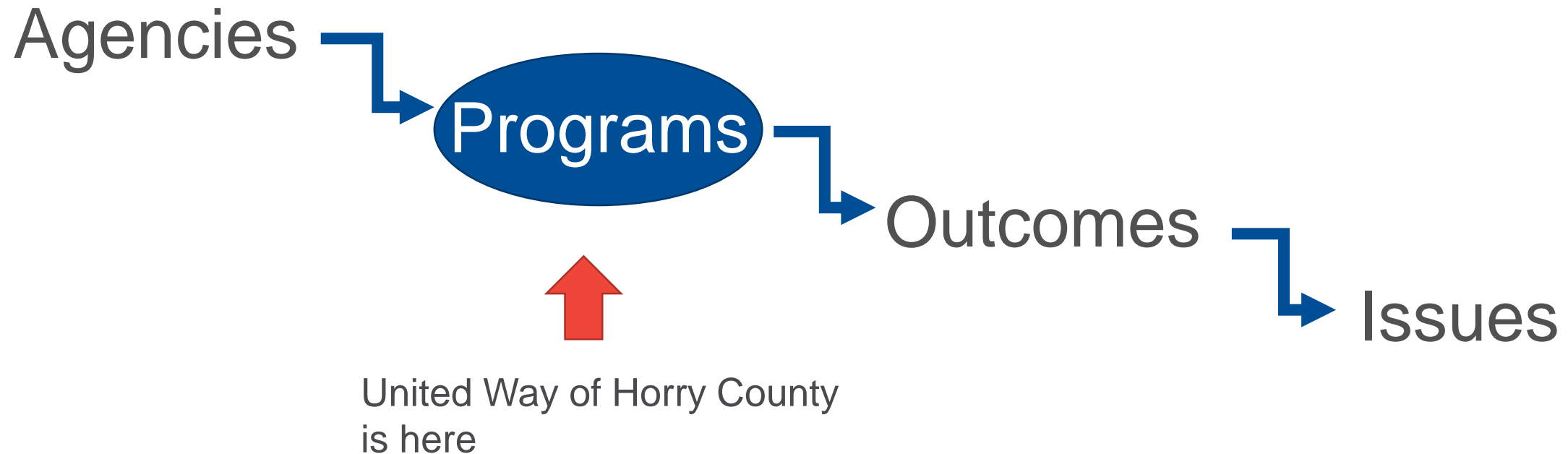
The 2008 recession was an economic downturn that greatly affected United Ways

- United Ways began implementation of the Impact model at this time

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The Transition of United Way Funding



Community Impact Framework

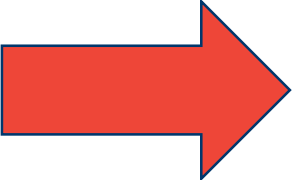
UWHC is going to move from the community INVESTMENT model to a new Community IMPACT Framework that will allow us to:

- ✓ Improve people's lives by providing better access to services and coordinated supports for individuals and families most at risk
- ✓ Explore new partnerships with agencies, donors, others to leverage resources and share ideas that will improve the system of care for people in our community
- ✓ Initiate innovation and working together to solve social problems
- ✓ Shift the overall mix of community investments to focus on the root problem to large-scale initiatives that have the power to build for the future and deepen community impact

Collective Impact

The new Community Impact Framework will allow us to implement **Collective Impact** strategies

The five conditions for a Collective Impact are:

- 
- ✓ Common agenda
 - ✓ Shared measurement
 - ✓ A coordinated joint plan of strategies/activities
 - ✓ Continuous communication
 - ✓ Backbone support

What does Community Impact look like at other United Ways?

Example: United Way of Anderson County

Education

Helping children and youth achieve their potential.

- 1) School Readiness & Early Grade Reading
- 2) Meet 3rd grade reading level requirements
- 3) High School Graduation Rates

Health

Encouraging healthy lifestyles and environments.

- 1) Mental & Behavioral Health (M.H.F.A., Domestic Violence)
- 2) Access to Care, (All types)
- 3) Healthy Lifestyles & Prevention (Diabetes, Asthma, Obesity)
- 4) Healthy Home Environments (Substance Abuse, Tobacco)

Income

Promoting financial stability, stable housing and independence.

- 1) Stable Income, Gaining Employment
- 2) Affordable and Safe Housing
- 3) Long-term financial stability and independence

Basic Needs

Assisting individuals and families in meeting their basic needs.

- 1) Food, Clothing, Utility and Rent Assistance
- 2) Emergency Shelter
- 3) Disaster Relief

Results Based Accountability (RBA)

Population Accountability

about the well-being of

WHOLE POPULATIONS

For Cities – Counties – States – Nations

Performance Accountability

about the well-being of

CLIENT POPULATIONS

For Programs – Agencies – Service Systems

What does RBA look like?

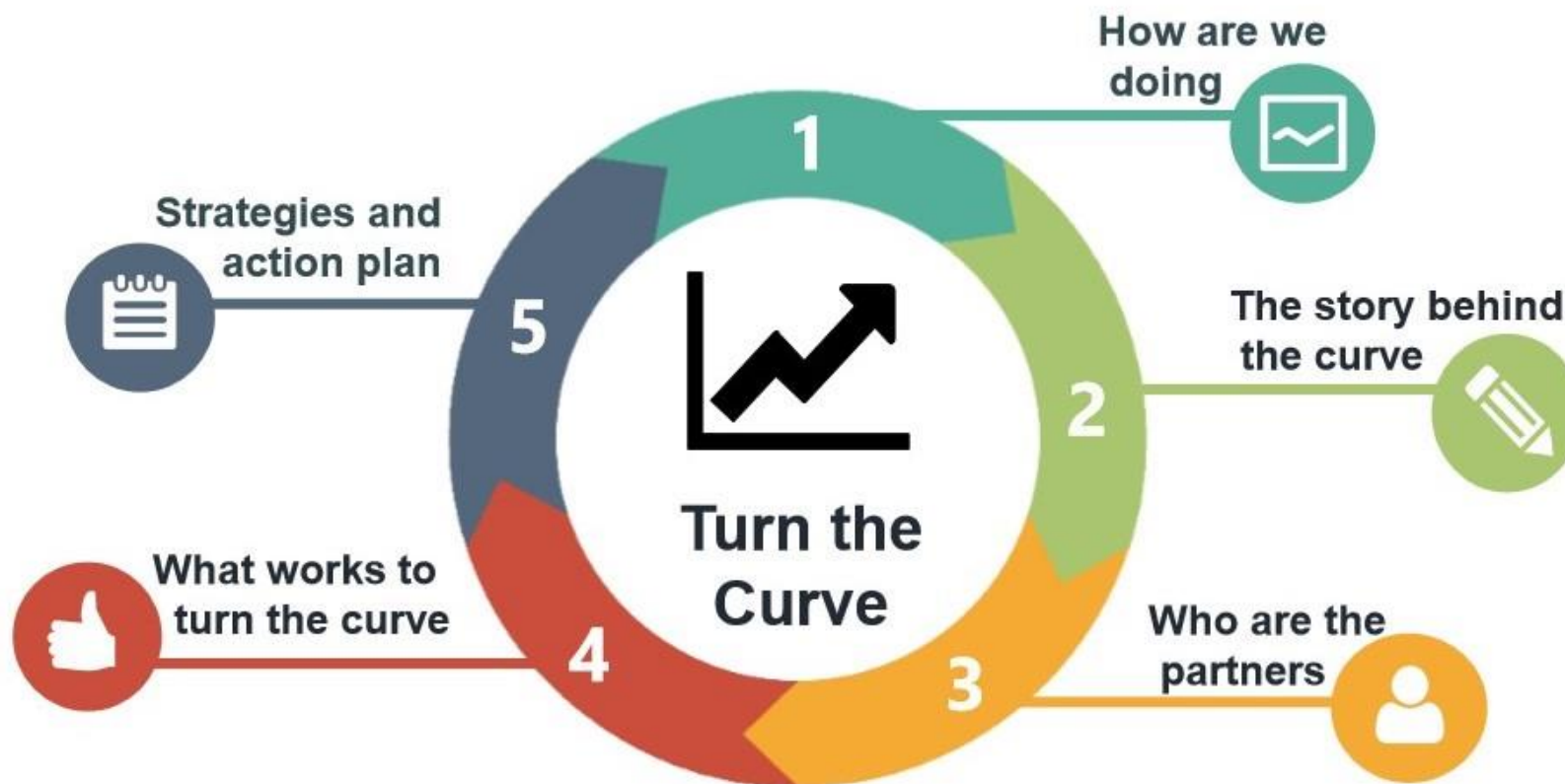
	QUANTITY	QUALITY
EFFORT	How Much We Do How much service did we deliver? # Customers served # Services/Activities	How Well We Do It How well did we do it? % Services/activities performed well
EFFECT	Is Anyone Better Off? What quantity/quality of change for the better did we produce? #/% with improvement in: Skills Attitudes Behavior Circumstances	

Why use the RBA Logic Model?

RBA improves the lives of children, families, and communities and the performance of programs because RBA:

- Gets from talk to action quickly
- Is a simple, common sense process that everyone can understand
- Helps groups to surface and challenge assumptions that can be barriers to innovation
- Builds collaboration and consensus
- Uses data and transparency to ensure accountability for both the wellbeing of children, families and communities and the performance of programs

RBA “Turn the Curve” Template



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Now to answer the question you all are thinking.....

HOW are we going to accomplish this???????

The Plan (2021-2022)

- ✓ **Step one:** Compose a Community Impact Task Force to help UWHC lead this transition (January 2021)
- ✓ **Step two:** Hold community conversations, conduct community needs assessment surveys, and secondary data to find the true needs in Horry County (February - June 2021)
- ✓ **Step three:** Gather data and let everyone (the public, donors, agencies, etc.) know what we learned (July - August 2021)
- ✓ **Step four:** Identify gaps in our community, determine our focus areas and partners, and implement RBA (ongoing)
- ✓ **Step five:** Have new community impact framework in place by 2023 funding cycle

Step one: Community Impact Task Force

Purpose:

To lead the development of the Community Impact Transition Plan and guide the UWHC's alignment of its operations, resources and efforts in a way to ensure a focus on delivering positive community impact and results in Horry County.

Role and Responsibility:

- ✓ Review community data as presented to the Task Force and select issues on which to focus
- ✓ Define improvement goals for the selected issue areas, select measures and set targets
- ✓ Guide the development of specific community-wide strategies for achieving defined goals
- ✓ Recommend priorities among the issue areas
- ✓ Guide the process of ensure the United Way's operations, activities and funding efforts are aligned with and focused on the work of Community Impact

Who will be included?

Issue area experts and representatives from the community, such as:

- DSS
- Horry County Schools
- CCU (Pub. Health/Research)
- Healthcare & Mental Health
- Faith Based Community
- DHEC
- Law Enforcement
- Community members & leaders
- UWHC Board members 😊

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Step Two: Community Conversations

We will be following the Harwood Institute format for the Community Conversations:

- 10-15 conversations all around Horry County
- 8-15 participants at each one
- Will last anywhere from 90 minutes to two hours
- A moderator will guide the conversation (Waccamaw Community Foundation)



Step Two: Community Needs Assessment Surveys

In addition to the community conversations, we will also be conducting community needs assessment surveys with the following groups (each group will have personalized questions that pertain to them):

- UWHC Donors
- Community Members
- Community Service Providers



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Step Three: Sharing Data

PUBLIC KNOWLEDGE

MAJOR THEMES	ASPIRATIONS	BARRIERS	WHAT'S WORKING
Employability of Workforce	Lower unemployment rate.	Participants cited low skills, the economy, job loss, and a lack of opportunities for ex-offenders as barriers to employment.	There are many job training resources to help people in Racine County.
Financially Stable Families	Racine County residents can earn wages that allow them to provide for their families.	Many homes in our community are headed by single parents who are not able to bring in enough income to allow them to meet the needs of the family.	There has been an increase in job training opportunities and job fairs throughout the county.
Community Resources	A community where resources are available to families regardless of their income level.	Access to community resources and public benefits ceases before families are allowed to make enough money to sustain themselves. Benefits are cut almost immediately from those who make income gains.	Agencies are working more collaboratively to make sure Racine County residents have opportunities to access resources.

The Plan (2021-2022)

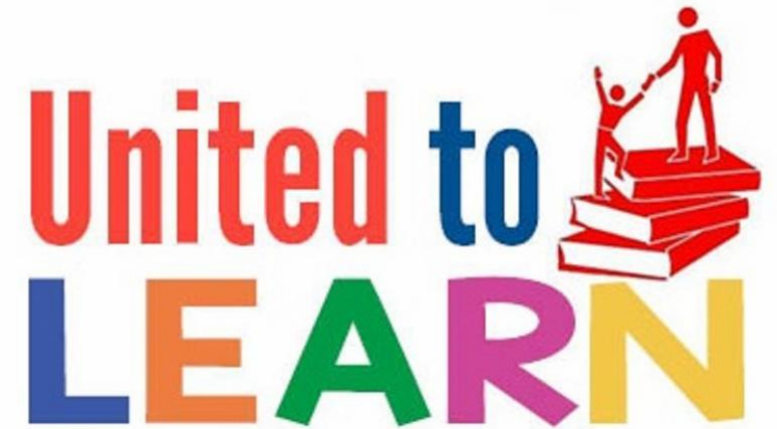
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Step Four: Identify gaps

This research will also allow UWHC to identify gaps in the community and address the unmet needs by creating more internal initiatives. For example:

- Expanding United to Learn (mentor program in HCS)
- Funding a financial counselor to go to basic needs agencies
- Family Resource Centers

****Research shows that United Ways with their own internal initiatives receive more grant funding and individual donations**



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Step Five: Implement New Model

Focus area #1: **Health**

- One-two specific issues with a bold goal relating to the biggest health need

Focus area #2: **Education**

- One-two specific issues with a bold goal relating to the biggest education need

Focus area #3: **Financial Stability**

- One-two specific issues with a bold goal relating to the biggest financial stability need

Focus area #4: **Basic Needs**

- Rent/utility assistance, food pantries, etc.

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Let's Recap

Goal #1: Identify the most pressing needs in Horry County

Let's Recap

Goal #2: Mobilize resources and bring partners together to address the issues that are not being met

Let's Recap

Goal #3: Create RBA Logic Model shared measurements to measure the impact we (and the grantee agencies) will be making

Let's Recap

Goal #4: Implement the new Community Impact Framework by the 2023 funding cycle (mid year 2022)

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We must UNITE...

...To make a true **IMPACT** in Horry County and be the **UNITING** force that drives the community to be better

LOCAL PEOPLE
SUPPORTING
LOCAL PEOPLE



United Way
of Horry County

Thank you Questions?

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