



Value Proposition: Focus & Impact Area Alignment:

The United Way of Anderson County (UWAC) entered a Strategic Planning process earlier this year, and as part of this initiative, a Value Proposition committee was developed. The Value Proposition team assembled to discuss the three UWAC focus areas, the needs of the community, the areas of impact needed to meet these needs, and the metric/outcome measures required to track these impact areas.

Our Process: In order to better address the needs of the community, UWAC's Value Proposition team created a data-driven model that would outline the needs of the community. Once completed, this model would be a basis for defining UWAC's *Focus Areas* and would ensure that UWAC's *Focus Areas* align with the current and emerging needs of the community. UWAC's Value Proposition Team and staff outlined the following guidelines for reviewing and assessing broad community needs:

- Step One: Review community needs assessments conducted by local organizations (e.g. Methodist Medical Center, Ridgeview, Oak Ridge Preschools).
- Step Two: Review local and state data and indicators (e.g. Unemployment rates, poverty rates, KIDS COUNT DATA; community health assessments).
- Step Three: Obtain feedback from local agencies (both funded and non-funded) through surveys and/or focus groups. These surveys and focus groups should address root causes, emerging issues, current trends, changing demographics, and best practice models.
- Step Four: Request organizational/program assessments from agencies that currently have assessment and review measures in place
- Step Five: Obtain feedback from our supporters, key stakeholders, and the community to ensure that we are addressing the most apparent needs. This can be conducted through surveys/focus groups, etc.
- Step Six: Compile all data.
- Step Seven: Value Proposition team reviews data, tracks themes from the data collected, and presents findings to UWAC Board of Directors. Priority setting will be based on: a) severity of the need- e.g. large number of people affected and b) strength of data supporting the need.
- Board of Directors votes on final *Focus Areas* based on data collected and feedback from the Value Proposition team.
- Prior to each 3 year grant cycle, a more detailed analysis of each *Focus Area* should be conducted using the same model outlined above. This process will outline the *Areas of Impact* under each *Focus Area*.

After completing the process outline above, the following *Focus Areas* were chosen: 1) Youth Development 2) Self-Sufficiency 3) Senior & Health Services.

Overview of Community Assessments: Our Basis of Data Drive Funding:

Focus Area: Youth Development (FY 2016): This *Focus Area* will allow UWAC to empower and support social service agencies that provide holistic services to a child from birth to adulthood. The *Focus Area* of youth development aligns with United Way Worldwide's educational focus area and will allow us to adapt impact areas as the needs of the community shift. This *Focus Area* was developed based on apparent community needs such as:

- 1 in 5 children live in poverty (Children's Defense Fund, 2014).
- A child is abused or neglected every 47 seconds (Children's Defense Fund, 2014).
- Nearly 1.2 million public school children were homeless in 2011-2012 (Children's Defense Fund, 2014).
- 1 in 9 children lack access to adequate food (Children's Defense Fund, 2014).
- More than half of 4th grade public school children could not read or compute on grade level in 2013 (Children's Defense Fund, 2014).

Focus Area: Self-Sufficiency (FY 2017): This *Focus Area* defines UWAC's commitment to empowering individuals to be self-sustaining members of the community. This *Focus Area* was developed based on the foundation of meeting basic human needs but will also allow local agencies to develop preventative programming as well as programming that meets the needs of an entire family unit. Additionally, UWAC hopes that this *Focus Area* will break the cycle of intergenerational poverty and system dependency while inspiring agencies to re-invest in local economy by preparing their client's to be better home owners, employees and money-managers. This *Focus Area* was based on knowledge from our current community partners as well as key findings from literature reviews. An in-depth analysis of literature is set to be conducted prior to the FY2017 grant cycle, but findings from this year's review show that:

- 112,000 children in TN live with at least one unemployed parent (Annie E. Casey Foundation, 2014; U.S. Census Bureau, 2007-2014).
- 481,000 children in TN live in homes with a high-cost burden (Population Reference Bureau, 2013). This means that more than 30% of monthly income is spent on rent, mortgage, taxes, and/or related expenses.
- 1 in every 160 homes in Anderson County is foreclosed (TN Housing Development Agency, 2013).

Focus Area: Senior & Health Services (FY 2018): This *Focus Area* will combine the previous "Senior Services" and "Health Support Services" impact areas. Methodist Medical Center's Community Health Assessment reinforced that the community is concerned about the needs of our seniors as well as the overall health needs of the community. For example,

focus group participants rated Anderson County's health score as a "C" on an A-F scale. The focus group attributed this score to factors such as: limited health education, growth in substance abuse, and lack of preventative care. Aging, high blood pressure, cancer, diabetes, and heart issues were also all listed as major health concerns in the Methodist Medical Center electronic survey (Methodist Medical Center, 2013).

- 31% of adults in Anderson County are obese (County Health Rankings, 2015).
- In Anderson County, 89% of Medicare enrollees ages 65-75 receive services to assist them in monitoring their diabetes (County Health Rankings, 2015).
- “Between 1 and 2 million Americans ages 65 and older have been injured, exploited, or otherwise mistreated by someone whom they depended on for care or protection” (National Center on Elder Abuse, 2005).
- “By 2050, people age 65 and older are expected to comprise 20% of the total U.S. population. The fastest growing segment of America's population consists of those 85 and up” (National Center on Elder Abuse: Administration on Aging, 2010).
- “The cost of providing health care for one person aged 65 or older is three to five times higher than the cost for someone younger than 65” (CDC: Division of Population Health, 2013).