

**3 GOALS**

**ACCESS**

**STABILITY**

**DEVELOPMENT**



**HOUSING**

**EARLY LEARNING**

**SAFETY NET**

**HEALTH AND MENTAL HEALTH**

**SKILLS DEVELOPMENT**

Increase access to dependable housing, sustainable utilities, and safe and local neighborhoods.

Increase families access to steady, affordable, and quality child care and education.  
*(to include elementary school age and below)*

Provide consistent safety net services during times of financial stress to both families and seniors.

Provide affordable health and mental health resources.

Promote educational attainment and develop necessary skills to meet future employment needs and secure self-sustaining jobs.

**5 O U T C O M E S**

**WHAT WE DO**

**UNITE**

We bring together donors, volunteers, businesses, nonprofits, faith-based, community leaders, government, experts, and those in need to address challenges in our community.

**STRATEGIZE**

We break each problem down to its root causes, and with our stakeholders, develop research-based, comprehensive strategies to make significant and sustainable progress.

**TACKLE**

Once the strategies are set, it's time for action. We invest in or create initiatives designed to move us toward shrinking the ALICE population and those living in poverty.

**EVALUATE**

We create metrics and continuously evaluate the results of our investments, holding every program partner and initiative accountable to make significant impact.

**UNITED WAY OF THE BIG BEND STRATEGIC DIRECTION**

We have long been the trusted leader in addressing our community's needs but also recognize the importance of staying relevant by keeping up with the ever growing and changing philanthropic landscape.

The most recent United Way of the Big Bend **ALICE Report** provides a clear yet startling picture of our neighbors struggling to make ends meet and of those living in poverty. **ALICE** is the acronym for **Asset Limited, Income Constrained, Employed** – simply put the working poor. On average, **54%** of households in the Big Bend region cannot afford the basic costs of living. This number equates to over **84,000** families struggling day-to-day in the Big Bend.

Our strategic direction positions UWBB to be more effective than ever for identifying and addressing the needs of those living in poverty and the working poor. Our goal is to shrink these populations in the future by focusing our collective resources on Economic Development through Workforce Enablement. This is achieved through the focus of three goals which help this population gain **access** to basic necessities, achieve economic **stability** and **develop skills** to either help gain employment or move up the economic ladder. Under the three goals, we have identified, funding priority outcomes that anchor these goals. They are: **Housing, Early Learning** *(to include elementary age and younger)*, **Safety Net, Skills Development** and the addition of **Health and Mental Health** takes onto account the impact that the pandemic has on social isolation, depression, access to healthcare and healthcare disparities. UWBB acknowledges that our seniors and the Aging Workforce are a vital part of our community and will continue to be addressed in areas of Safety Net and or Health and Mental Health.