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.

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.

WHAT WE DO

UNITED WAY OF THE BIG BEND STRATEGIC DIRECTION

United Way of the Big Bend has 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.

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