

United Way Southeast Mississippi Impact Areas, Goals, and Strategies

Youth Opportunity: Helping young people realize their full potential

1. Kindergarten readiness (ensure that children 0-5 have the support needed to promote early development and successful transition to kindergarten)
 - a. Support parents, caregivers, teachers, and communities to create early learning opportunities for young children, including quality learning environments and early literacy support.
 - b. Engage families and communities to support early childhood development.
 - c. Close gaps in the opportunities and resources available to support early childhood development.
2. Achieve school success
 - a. Provide individual/group literacy supports for students to achieve grade-level reading.
 - b. Provide opportunities for quality education services for children with special needs.
 - c. Inform, engage, and connect families with resources so they have more opportunities to support their children's educational success.
3. Graduate high school ready for college and career
 - a. Expose students to college and university options
 - b. Expose students to career options and workforce development experiences
 - c. Provide college/university access and preparation supports

Healthy Community: Improving health and wellbeing for all

1. Increase access to healthcare services and benefits starting from birth
 - a. Provide free, public education about health resources available to the community, including preventative services and mental health support
 - b. Provide preventative healthcare and treatment related to the community's uninsured and underinsured, specifically related to chronic conditions
 - c. Coordinate a community baby shower for new and expecting mothers to close gaps and disparities in maternal and child health
2. Improve access to healthy, nutritious food and physical activity
 - a. Expand access to healthy food and address the challenges that contribute to hunger and food insecurity.
 - b. Support programs that promote physical activity and healthy eating to help cultivate healthier lifestyles
3. Provide trauma-informed care to victims of violence and addiction
 - a. Provide shelter and assistance to survivors of domestic violence, suicide, and other violent events.
 - b. Educate the community to advocate for survivors of abuse and detect warning signs of abuse.
 - c. Implement wrap-around programs to treat those with addiction to place them back on a path of self-sustainment.

Financial Security: Creating a stronger financial future for every generation

1. Provide access to financial products, services, and income supports
 - a. Support programs that provide financial education, coaching, and services to people who need them
 - b. Help individuals and families lower costs by providing financial services, products, and accessing benefits
2. Increase access to jobs, workforce development, and career advancement opportunities
 - a. Help individuals attain family-sustaining jobs that offer living wages, benefits, and opportunities for advancement
3. Increase access to affordable housing and home ownership
 - a. Partner with local organizations to help individuals and families secure safe, affordable housing
 - b. Support efforts to increase opportunities for home ownership

Community Resiliency: Addressing urgent needs today for a better tomorrow

1. Increase capacity for disaster relief and emergency planning
 - a. Ensure that residents have access to resources to meet their short-term and long-term needs following a disaster
 - b. Increase the capacity of nonprofit organizations to prepare for, mitigate, and recover from disasters, conflicts, or crises
2. Enable and strengthen the operational capacity of nonprofits to meet the ongoing needs of residents
 - a. Facilitate connections across nonprofit organizations to effectively align and coordinate efforts
 - b. Share resources and leverage respective networks regularly