

LIVE UNITED 2015

A Plan to Improve the Quality of Life in Delaware



United
Way



United Way of Delaware



ABOUT UNITED WAY OF DELAWARE

Founded in 1946, **United Way of Delaware's mission is to maximize the community's resources to improve the quality of life for all Delawareans.** We work to advance the common good by focusing on the three building blocks to a good life: Education, Income and Health. We have a five-year strategy called *Live United 2015* to improve the quality of life for all Delawareans. We collaborate with businesses, government, social service agencies, foundations, academic groups, community organizations, faith groups and concerned individuals to establish measurable, long-lasting strategies for improving lives.

LAYING THE GROUNDWORK

United Way of Delaware (UWD) adopted a long-term Strategic Plan in 2005. The primary goal was to transform UWD from a transactional organization focused on an annual fundraising campaign into a relationship-based organization focused on year-round efforts to deliver meaningful community outcomes. To do so, the Board of Directors identified five Strategic Focus Areas (SFAs).

United Way of Delaware's 2005 Strategic Focus Areas:

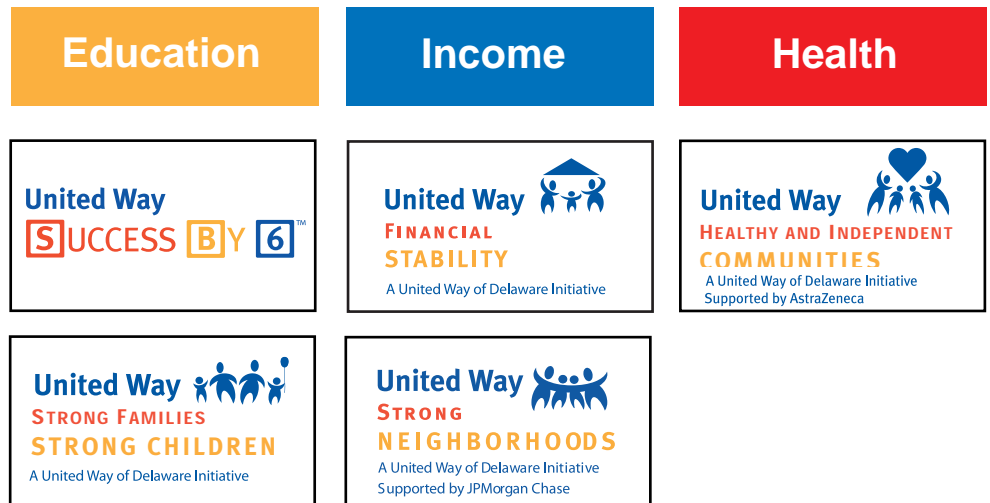
- **Success By 6™:** Ensure young children enter school prepared to succeed.
- **Strong Families, Strong Children:** Help school-age children and families succeed.
- **Healthy and Independent Communities:** Ensure all Delawareans have access to healthcare and the support to live independently.
- **Financial Stability:** Promote economic stability and advancement for all Delawareans.
- **Strong Neighborhoods:** Develop safe and stable communities that foster residents' potential.

DEVELOPING A NEW STRATEGY

Live United 2015: A Plan to Improve the Quality of Life in Delaware is an outgrowth of the 2005 strategy, but is more outcomes-based than its predecessor. UWD created this plan in cooperation with board and committee members, volunteers, community stakeholders, business leaders and others from throughout Delaware. Some of the most important guidance UWD has received concerning *Live United 2015* has been gained from the critical thinking, informed opinion and real-world experience UWD has developed as an organization over the past five years. *Live United 2015* also aligns with United Way's national agenda in the areas of Education, Income and Health.

WHAT IS LIVE UNITED 2015?

Live United 2015 is a plan to focus UWD's resources into the areas of Education, Income and Health — which we call our “strategic pillars.” The five 2005 SFAs fit within those pillars, and the plan establishes measurable five-year goals for Education, Income and Health.



EDUCATION



DID YOU KNOW THAT IN DELAWARE:

- Nearly 76% of children ages five and under are enrolled in a licensed early care and education program, but more than 25% of these programs have been rated as “poor?”
- Half of all children entering kindergarten exhibit problems with social, communication and academic skills, group work, following directions and independent work?
- 66% of 4th graders and 69% of 8th graders do not meet state standards for reading?
- 60% of 4th graders and 69% of 8th graders do not meet state standards for math?
- One third of children are living in families where neither parent has full-time, year-round employment?

WE BELIEVE

- Education (particularly early education before age five) is critical to long-term success.
- Participation in high-quality early care and education is directly correlated to early-grade literacy, successful middle-school transitions, on-time high school graduation rates, and completion of college or transition to workforce.
- “At-risk” children and their families need support to optimize a child’s growth and readiness.
- Many of the educational problems faced by “at-risk” children can be corrected through appropriate support systems.
- A state-level, sustainable plan to ensure school readiness for children from birth to five years will help ensure school success.
- Improving existing early care and education programs will help families select high-quality care options for their children.

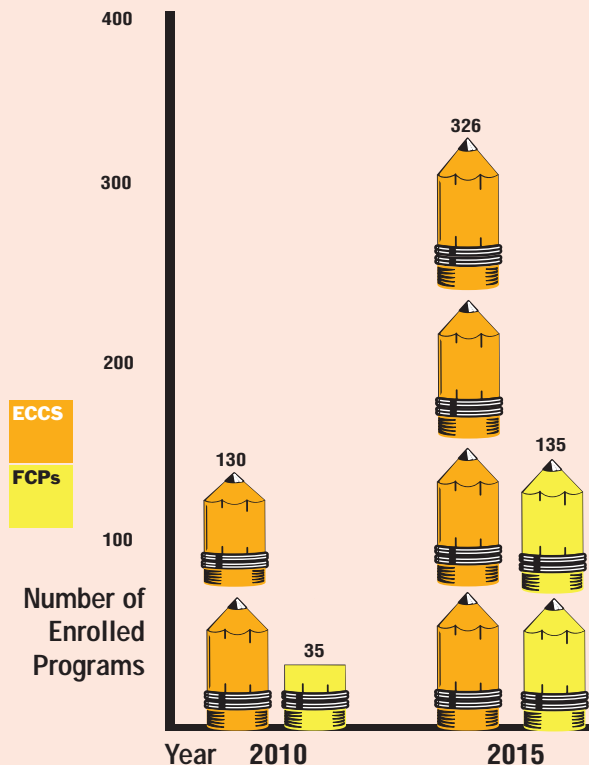
LIVE UNITED 2015 EDUCATION GOALS

1. Increase the number of early care centers (ECCs) and family care providers (FCPs) enrolled in Delaware Stars for Early Success.* Focus on centers serving low-income families.

Indicator: 326 ECCs enrolled in Delaware Stars by 2015.

Indicator: 135 FCPs enrolled in Delaware Stars by 2015.

Delaware Stars Enrollment Goals



2. Increase the number of ECCs and FCPs enrolled in Delaware Stars that are rated Star Level 3 or better. Focus on enabling this improvement for centers serving low-income families.

Indicator: In 2015, at least 163 ECCs and 67 FCPs will be Star Level 3

3. Support programs that increase literacy in targeted populations and that help close the literacy gap between low and not-low income populations.

Indicator: Annual increase in percentage of students reading at or above expected literacy rates as measured by the Delaware Comprehensive Assessment System (DCAS).**

Indicator: Improvement in the reading proficiency gap for students from low-income families.

Indicator: Improvements in high school graduation rate.

* Delaware Stars for Early Success (Stars) is a quality rating and improvement system. It establishes quality standards for child care programs and provides technical assistance and financial support to programs involved in Stars as they engage in quality improvement efforts. It is a five-level system, with “5” being the highest rating.

** Delaware Comprehensive Assessment System (DCAS) is an online field test replacing the Delaware State Testing Program (DSTP). It is administered in the 3rd, 5th and 10th grades to monitor academic progress.

INCOME



DID YOU KNOW THAT IN DELAWARE:

- Nearly half of all households do not have a savings or investment account (ex. IRAs, stocks, bonds, CDs)?
- There are an estimated 41,800 unbanked households, which means members of the household have no contact with any mainstream financial institutions?
- Delaware ranks 44th worst out of the 50 states in credit card debt?
- More than 130 check cashing and payday loan operations are disproportionately concentrated in low and moderate income neighborhoods?
- 85% of homeowner households with an annual income between \$20,000 and \$35,000 spend 30% or more of their income on housing expenses?
- In targeted Wilmington neighborhoods:
 - Vacancy rates significantly exceed both the state and county levels?
 - The poverty rate exceed 40%?
 - Approximately 45% of adults over age 25 are high school dropouts?

*The EITC Collaborative is a statewide partnership of nonprofit groups and government programs that help Delawareans prepare and file their personal state and federal income tax returns at no charge. These programs ensure that clients are more likely to receive the credits they deserve and need. Also, clients are referred to additional programs for ongoing financial counseling.

** BEST™ stands for "Basic Economic Security Tables." BEST™ guidelines detail how much income it takes for a family to be self-sufficient and financially stable. The BEST™ guidelines greatly improve upon previous, nation-wide cost-of-living guidelines because they take a variety of factors into account, including healthcare expenses, geographic location, and long-term needs such as saving for education, emergencies, homeownership, etc.

WE BELIEVE

- Programs that encourage long-term financial planning help break the cycle of financial instability.
- Centers that provide one-on-one financial counseling will result in increased income and savings, decreased debt and an increased ability to grow and sustain assets.
- Communities can be revitalized when residents are empowered by education, financial inclusion, a safe environment, employment opportunities and a sense of shared values.
- Residents are more likely to invest and re-invest wealth in their neighborhood when they have access to financial education and stable and affordable living situations, particularly home ownership.

LIVE UNITED 2015 INCOME GOALS

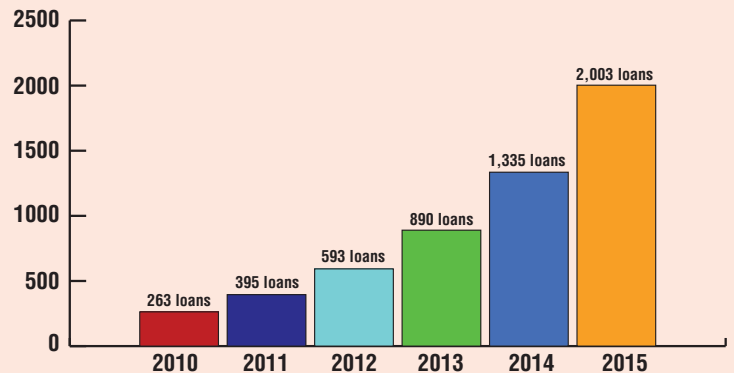
1. Increase participation in the United Way of Delaware Earned Income Tax Credit (EITC) Collaborative*

Indicator: Grow to 25,000 returns in 2015.

2. Increase availability of fair lending products for low-income families.

Indicator: Grow number of loans by 50% each year from 2010.

LIVE UNITED 2015: LOAN GROWTH TARGETS



3. Increase the number of Delawareans in specified census tracts living above the BEST™ income guidelines** by implementing the \$tand By Me Financial Empowerment Center project in partnership with the State of Delaware.

Indicator: Pilot center open and operational by December 2010.

Indicator: 1,200 clients enrolled by December 2011

Indicator: Improvement in the number of \$tand By Me participants living above the BEST™ income guidelines.

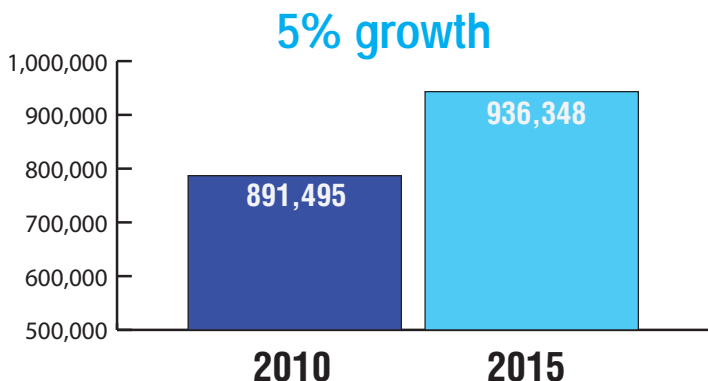
HEALTH



DID YOU KNOW THAT IN DELAWARE:

- More than 100,000 people lack health insurance, which can significantly limit care, especially preventive care, and lead to more expensive, long-term conditions?
- 130,000 people have one or more disability, often unaddressed, which can limit their quality of life?
- 18% of the population is over 60, and the 85+ population is growing at triple the rate of the general population?
- Only seven in 1,000 Delawareans receive mental health treatment services, which are often not covered by insurance? The national average is 20 in 1,000. That means many Delawareans are living with untreated mental illnesses.
- There is a lack of quality follow-up care for individuals who are released from hospitals and long-term care facilities? These individuals are often re-admitted with additional complications that could have been prevented.

Projected General Population Growth for Delaware



WE BELIEVE

- All Delawareans deserve access to quality healthcare and the resources necessary to live independently. This includes the elderly, people with disabilities, people with mental health and substance abuse issues and people without health benefits.
- For a community to have access to quality healthcare, there must be a sustainable, statewide public-private coalition to reinforce this mission.
- To ensure effective services and supports for individuals with disabilities and those with mental health and substance abuse issues, there needs to be effective aid for individuals when they transition from one life phase or treatment program to another.

LIVE UNITED 2015 HEALTH GOALS

- 1. Increase the number of aging adults, persons with disabilities and other underserved populations receiving community-based services.**

Indicator: Grow to 9,000 residents being served by 2015.

- 2. Increase the number of uninsured Delawareans linked to healthcare services.**

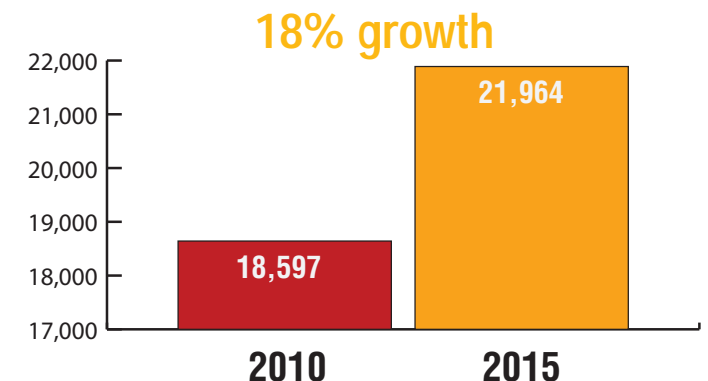
Indicator: Grow to 52,000 residents served by 2015.

- 3. Broaden access to health and human service information by expanding Delaware 2-1-1.** Delaware 2-1-1 is a helpline that connects callers to more than 2,000 health and human service resources.

Indicator: 120,000 calls per year by 2015.

Indicator: 24/7 operation by 2015.

Projected 85+ Population Growth for Delaware



GET INVOLVED



By supporting United Way of Delaware, you can make a difference in your community. From our children to our senior citizens, people depend on UWD, and UWD depends on you.

The goals of *Live United 2015* are ambitious, but attainable – with your help. How can you help? By Giving, Advocating and Volunteering.

GIVE

United Way of Delaware welcomes financial contributions year-round. Please make a donation to the Community Impact Fund and support meaningful, measurable improvements in the areas of Education, Income and Health. You can also shape the future with UWD's Planned Giving options. Call us for information on making a stock or securities gift or including UWD in your will, trust or estate planning.

**To donate,
call 302-573-3700
or visit www.uwde.org**

ADVOCATE

Spread the word about causes you believe in. Support policies around Education, Income and Health. Help UWD be the bridge between Delaware's most pressing social problems and a platform for change.

VOLUNTEER

Volunteer your time and your talent. Give an hour, a day, a weekend — whatever you can. UWD has a website that connects agencies that need volunteers with people who want to help. It's GiveBackDE.org.

Volunteers: Log on to GiveBackDE.org and create a volunteer profile. Search for opportunities near you, track your hours and spread the word.

Agencies: Sign up for GiveBackDE.org and post your volunteer opportunities.

**Together, we can make
Delaware a better place
for all. Thank you for
your support.**

UNDERNEATH
EVERYTHING WE ARE,
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WE ARE ALL
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CONNECTED,
INTERDEPENDENT,
UNITED.
AND WHEN WE
REACH OUT
A HAND TO ONE, WE
INFLUENCE
THE CONDITION OF ALL.
THAT'S WHAT IT MEANS TO
LIVE UNITED.



United Way of Delaware

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