

When you give to United Way, you help people live more stable lives, and ultimately, thrive.

What We Do

Brown County United Way's mission is to unite people, ideas and resources to create community solutions that strengthen every person and every community in Brown County.

In Brown County, one in three households struggles to meet their most basic needs. **Our community goal is 10,000 individuals on the path to stability in 10 years (2018-2028).**

Our Approach to Community Change

We embrace the dream that everyone should have the opportunity to attain optimal education, health, financial wellbeing and connection to community. These are the supports that all individuals and families need to achieve stability – and in turn, transform the community. Therefore, all of our investments of time, dollars and organizational resources are focused on these supports and embedded throughout our **Impact Framework**.

Our **Impact Framework** is comprised of three interconnected levels of influence proven to drive community change:

- 1) **Program Investment** – Investments in direct service programs to positively impact **individuals**.
 - 23 local programs are receiving new 5-year system of care grants beginning in 2019.
- 2) **Impact Initiatives** – Leading and partnering on efforts to bring about physical and social environment change to improve **systems**.
 - Beginning in 2019 our Impact Initiatives will be “place-based,” focusing on neighborhoods. Our objective is to improve neighborhood cohesion, growth and vitality through research, evidence, community partnerships and the voices of residents.
 - **Embedded Education Strategy:** Community Schools are central to our Impact Initiative Portfolio. **Community Schools are a foundational place-based approach and effective education strategy** when leveraged as natural hubs of neighborhoods. The most comprehensive community schools are academic and social centers that remove barriers to learning, and make integrated resources available to address the needs of students, families, and their surrounding neighborhoods. Our flagship Community School is Howe Elementary in Green Bay.
- 3) **Advocacy Solutions** – Seeking out the voice of the community and advocating for change to influence **policies**.
 - Our Voice of ALICE research, launched in 2019, will capture the lived experiences of individuals and families in our community who are struggling to make ends meet. Their experiences will shape our new advocacy agenda.



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