



## Community Impact Agenda

**Brown County United Way is leading the way in creating a community where everyone thrives. The BCUW Community Impact Team focuses on the principles of a social impact framework creating an accessible system of care through advocacy, investment, and initiatives.**

**Indicators of Community Impact:** Indicators that guide the focus for all our work.

**Increasing Access:** Provides services developed to support the health, education, financial and connection of our community and create pathways of continual wellness throughout the lifetime and community.

**Ensuring Equity:** Ensures Individuals and groups are provided the support for services specific to their identified needs.

**Reducing Stigma:** Addresses the historical and systematic negative impacts of discrimination that has caused individuals and groups to forgo health, education, and financial treatment and interventions and reduced the individual and community connection. Works to provide education and opportunity for stigma reduction and systematic change.

**COMMUNITY IMPACT DEFINED:** Classification of community impact areas for Brown County United Way.

**HEALTH:** MENTAL, PHYSICAL, EMOTIONAL, AND SOCIAL WELL-BEING FOR ALL IN OUR COMMUNITY.

**EDUCATION:** PRUSUIT AND DEVELOPMENT OF SKILLS AND INFORMATION AT ALL AGES AND STAGES OF LIFE.

**FINANCIAL:** REALIZATION OF PERSONAL POTENTIAL THROUGH AVAILABLE RESOURCES THAT ALLOW INDIVIDUALS AND GROUPS TO PROSPER IN AN ECONOMIC SYSTEM.

**CONNECTION:** A SENSE OF BELONGING, SOCIAL SUPPORT, MEANING, AND PURPOSE.