



UNITED WAY COMMUNITY IMPACT AGENDA

CELEBRATING 65 YEARS OF COMMUNITY CARING

UWSN.ORG/65





LETTER FROM THE CEO/BOARD CHAIR

Since 1957, United Way of Southern Nevada has directed tens of millions of dollars and hundreds of thousands of volunteer hours, bringing our community together to take on the biggest challenges of our time.

Most recently in our 65 years of history, United Way brought the nonprofit community together through the beginning of the COVID-19 pandemic. Today we continue working together in the face of historic inflation, a looming water crisis on the Colorado River and at Lake Mead, and a rapidly changing landscape for students, workers, and neighbors in need of community services.

In 2017, UWSN identified core community challenges to focus our programmatic efforts, volunteers, and grantmaking resources. We worked with stakeholders across Southern Nevada and harnessed the collective power of tens of thousands of our coworkers and neighbors to effectively take on these problems.

Five years later, we are proud to share that the 'needle' has moved in Southern Nevada. United Way programs have supported over 1,000,000 people through the work of over 100 nonprofit organizations and community partners. The nonprofit sector continues to grow in every corner of the Las Vegas Valley to ensure access to assistance with rent, food, utilities, healthcare, and childcare. Five years on, United Way strategies and support have helped Southern Nevada expand preschool enrollment, increase high school graduation rates, and build a more educated workforce.

Despite this progress, there is still much work to do. This updated UWSN Community Impact Agenda is our road map to tackling Southern Nevada's greatest contemporary issues.

We are exploring the root causes of the problems that affect our community and are working to further develop the most effective programs and services that generate lasting improvements in people's lives. We continue to plan for impact and measure how the Southern Nevada community is changing.

You are an essential part of our work. Every number you see in this Community Impact Agenda represents a real life improved, or a neighbor in need of a hand up. Please join us in this important effort to build a stronger Southern Nevada. Whether you make a financial investment in United Way, or volunteer your time with us, we invite you to become part of our community's story of change.

Together, we are making a real difference for Southern Nevada, creating a stronger and more inclusive community for us all.

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WHAT IS THE UWSN COMMUNITY IMPACT AGENDA

United Way has collaborated with partners across Southern Nevada to develop effective solutions to the base causes of the key issues facing our community. This makes up our Community Impact Agenda, which is based on one key idea:



BY HELPING THE WHOLE FAMILY,
WE CAN **BREAK THE CYCLE OF POVERTY**
AND CREATE LASTING, TRANSFORMATIONAL
CHANGE FOR **SOUTHERN NEVADA'S**
CHILDREN AND FAMILIES.

We developed our **Community Impact Agenda** using the three guiding questions to help identify important issues in our community:

QUESTION

1

IS THIS A PROBLEM IN SOUTHERN NEVADA?

We analyzed data and community information to see how we're doing compared to other parts of Nevada and the rest of the country.

QUESTION

2

WHAT'S THE IMPACT OF THIS PROBLEM?

We looked at how issues could affect Southern Nevada in the long-term if they aren't addressed through our work.

QUESTION

3

CAN WE REALISTICALLY SOLVE THE PROBLEM?

We evaluated our resources to see if our community has everything in place to address the problem.

Through this exploration, UWSN developed a **three-pronged approach** to catalyze long-term improvement in areas of Southern Nevada which are most impacted by a lack of equal opportunities in education, employment, and community services. We fund social programs, advocate for change, and direct volunteers to improve Southern Nevada's:



1 STUDENT SUCCESS



2 WORKFORCE DEVELOPMENT



3 COMMUNITY SUPPORTS



COMMUNITY IMPACT PATHWAYS



PATHWAY 1

STUDENT SUCCESS

Helping students reach their potential.

We provide learning opportunities for children and students from Pre-K through Higher Education.

Goal: Increase the number of students reading proficiently, graduating from high school, and following pathways into college and career.



PATHWAY 2

WORKFORCE DEVELOPMENT

Ensuring pathways into the workforce.

We help individuals and families enter or return to the workforce to have the opportunity to succeed.

Goal: Increase the percentage of Southern Nevada's workers with full-time, year-round work.



PATHWAY 3

COMMUNITY SUPPORTS

Creating stability for families.

We help people keep a roof over their head, food on the table, and ensure access to healthcare and crisis services.

Goal: Decrease the number of people living with low incomes or living in poverty.

PATHWAY 1

STUDENT SUCCESS

PRE-K TO HIGHER
EDUCATION



OUR CHALLENGE

Before school even starts, we help parents become their child's first teacher with in-home training and lessons to prepare children for school. We support the provision of pre-kindergarten scholarships to help children get a strong foundation for kindergarten. We help elementary, middle, and high school students get tutoring and homework help so they can graduate high school. And we empower students with leadership and mentorship programs that inspire and motivate them to build successful lives.



Only one-third of Southern Nevada's 3 and 4 year-olds are enrolled in preschool

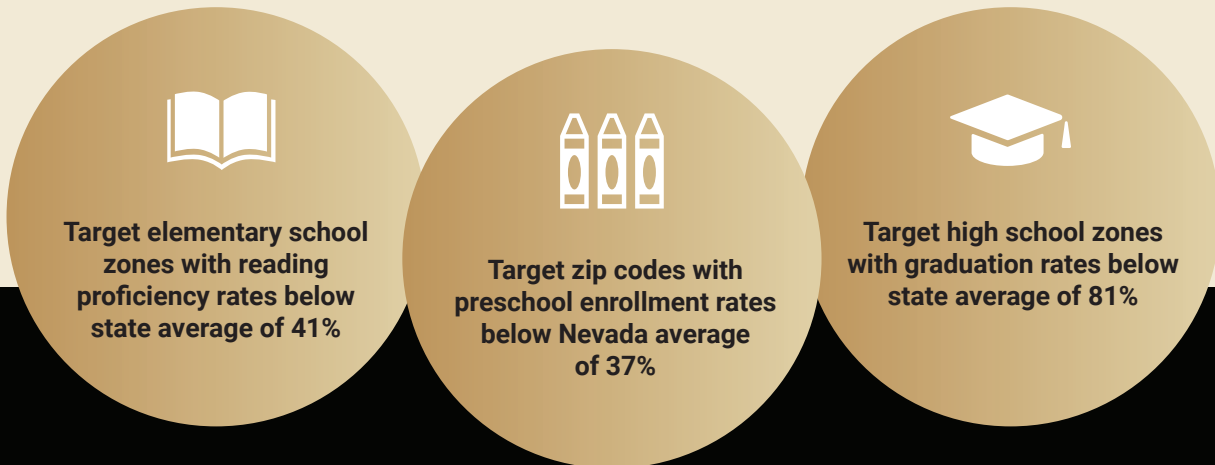
One of the most critical impacts of the pandemic is the disruption to childhood development and learning. Only one-third of Southern Nevada's 3 and 4 year-olds are enrolled in preschool, and the pandemic exacerbated already limited access to early learning and care for low-income households, rural populations, and communities of color.

OUR GOALS

With a history of providing pre-kindergarten scholarships, working with early education providers, parents and families, and exploring new and innovative ways to provide early education across the community, we can provide stronger starts for children to succeed. Our goal is to direct the time and financial investments made by the community toward the following strategies:

- 1** Increasing the number of children enrolled in high-quality early education programs
- 2** Increasing the number of elementary-age students reading proficiently
- 3** Increasing the percentage of students graduating from high school every year
- 4** Increasing the percentage of young adults with post-secondary education and experience

OUR STRATEGIES



PROGRAMS WE SUPPORT

-  Early education assistance for children from low-income households
-  Leadership and mentorship programs
-  Academic advising and family support services
-  College assistance, career exploration and training

PATHWAY 2

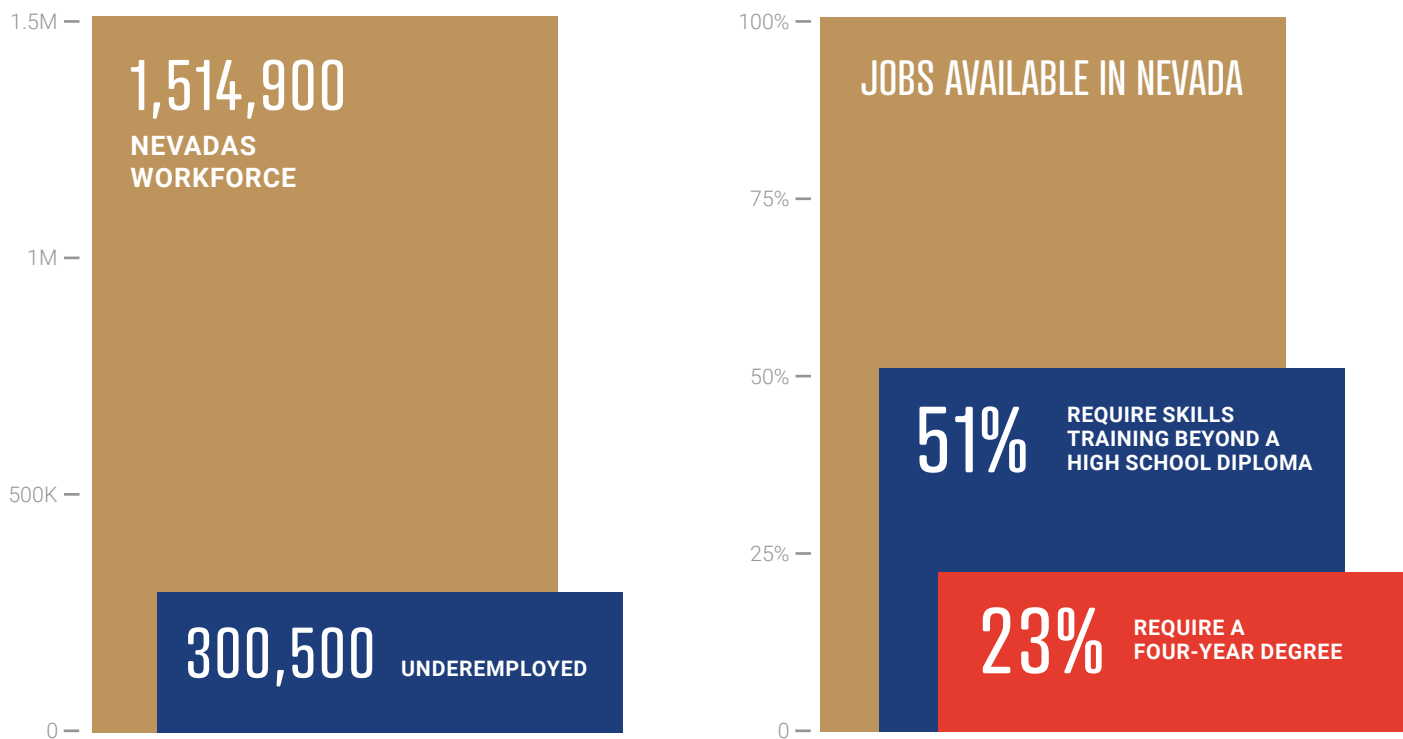
WORKFORCE DEVELOPMENT

ROAD TO
INDEPENDENCE



OUR CHALLENGE

When people have access to education and training to receive a degree or credential, they have more employment opportunities, creating a more experienced, knowledgeable workforce. This workforce can increase new business to the area and retain current businesses, which leads to larger efforts for the local economy and expanded opportunities for all our citizens. We support programs that help people get ready for employment through job readiness training, job placement services, building work experience, and learn from mentors who have achieved success. We work to understand and address the challenges that keep people from finding, keeping, and getting back into employment.



The 2022 Workforce Blueprint for Southern Nevada notes that thousands of jobs in the hospitality sector may have been permanently lost as the region looks to new occupational growth in software development, engineering, management, healthcare, and information technology. There are more than 1,514,900 people that makeup Nevada’s workforce, but 300,500 are underemployed.

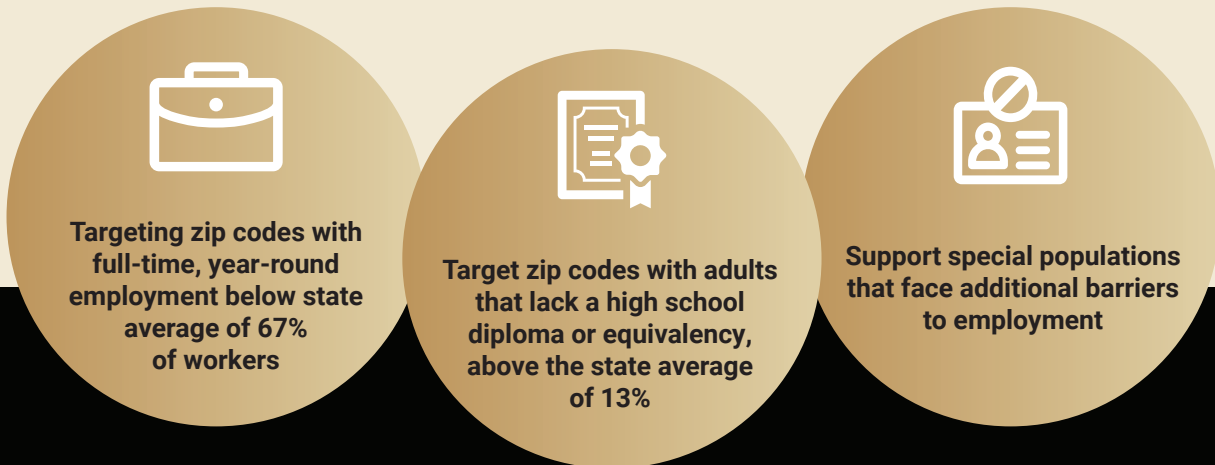
With 232,600 people actively seeking a new job, many lack the necessary skills, knowledge, and abilities to qualify for the next opportunity. Of the jobs available in Nevada, 51% required skills training beyond a high school diploma and another 23% require a four-year degree.

OUR GOALS


United Way of Southern Nevada's approach to Workforce Development aims to support people that want to work but face barriers that qualify them such as physical impairments, developmental disabilities, lack of work authorization, trauma, and lack of education or experience. We're increasing workforce development in our community by investing in programs that:

- 1** Increasing the number of adults with high school diplomas or equivalency
- 2** Increasing the number of adults with an associate degree or higher
- 3** Increasing the number of working-age adults with full-time, year-round work

OUR STRATEGIES



PROGRAMS WE SUPPORT

-  Technical and professional skills training and hands-on experience
-  Job preparation and placement assistance
-  Vocational training and certification
-  Supportive services and credential assistance

PATHWAY 3

COMMUNITY SUPPORTS

OUT OF CRISIS

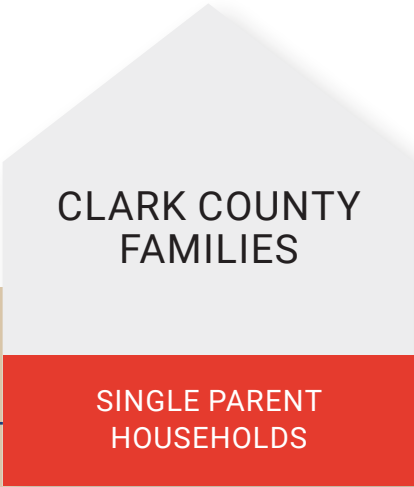


OUR CHALLENGE

While children and students are learning and progressing to future success, they need a stable family foundation to support them. Parents and families may need extra help in the form of community services to keep this foundation strong.

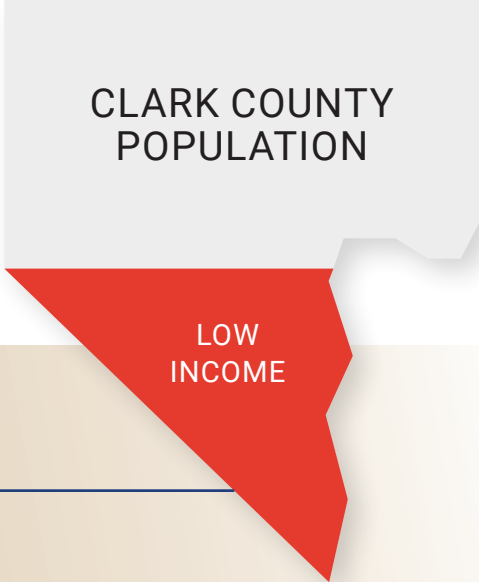
In Clark County, single parent households make up 32% of families, and 33% of the population is identified as low income. Without comprehensive support, many of these families could fall even deeper into poverty, creating a dangerous cycle for their children.

32% OF FAMILIES ARE SINGLE PARENT HOUSEHOLDS



Inflation, product shortages, expanded food insecurity, rising fuel costs, and increased energy demand represent just some of the issues families in Clark County have faced during the pandemic. The Las Vegas metropolitan area also has one of the nation's most severe shortages of affordable rental housing. This puts tens of thousands of households at risk of experiencing homelessness as the pandemic's public health crisis continues.

33% OF THE POPULATION IS LOW INCOME

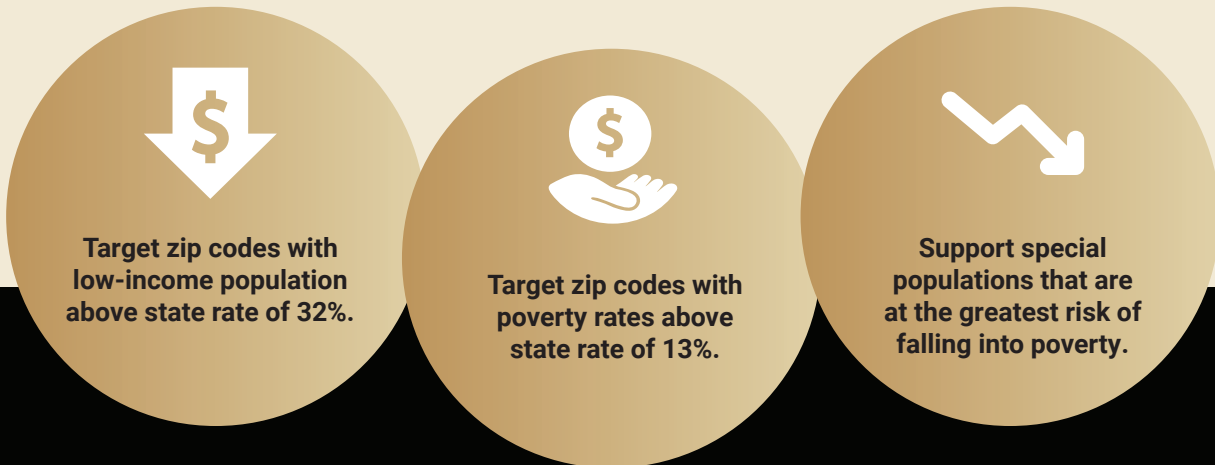


OUR GOALS

We support programs that help people build pathways out of crisis and emergency situations so that they can avoid poverty. We help connect people to resources so that they have the support that they need to keep a roof over their head, food on the table, and access to opportunity. UWSN focuses on special populations, which include people in low-income communities or areas of concentrated poverty, refugees and immigrants, persons with disabilities, veterans and military families, new or long-term unemployed people, victims and/or survivors of human trafficking, and people who do not speak English as a primary language. The programs focus on:

- 1 Reducing the number of people living in poverty**
- 2 Ensuring access to emergency assistance for individuals and families in crisis**
- 3 Decreasing the number of people living with low-incomes (below 200% of the Federal Poverty Level)**

OUR STRATEGIES



PROGRAMS WE SUPPORT



Emergency assistance for food, housing, and utilities



Healthcare support for low-income children and families



Programs for women and children in crisis



Access to other supportive services including transportation and counseling

OUR IMPACT

As United Way celebrates 65 years of service to the Southern Nevada community, we are proud of the many efforts we've accomplished to improve our neighborhoods and assist our residents. Our impact is driven by our generous donors and volunteers that continue to support the mission of helping Southern Nevadans succeed. Since 2015, UWSN Community Impact Programs have reached over 1,000,000 people in Southern Nevada and have contributed to:



CLARK COUNTY'S 3 AND 4
YEAR-OLDS ENROLLED
IN PRESCHOOL INCREASED BY

4.4%

OR AN ADDITIONAL **3,900**
EARLY LEARNERS PER YEAR



HIGH SCHOOL GRADUATION
RATES IN CLARK COUNTY
INCREASED BY

6%

OR AN ADDITIONAL **3,200**
GRADUATES EACH YEAR



CLARK COUNTY'S ADULTS (25+) WITH A
HIGH SCHOOL DIPLOMA, EQUIVALENCY,
OR HIGHER INCREASED BY

1.8%

OR AN ADDITIONAL
168,000 PEOPLE



CLARK COUNTY'S ADULTS (25+
WITH AN ASSOCIATES DEGREE
OR HIGHER INCREASED BY

2.9%

OR AN ADDITIONAL
95,000 PEOPLE



CLARK COUNTY'S WORKERS WITH FULL-TIME, YEAR-ROUND EMPLOYMENT INCREASED BY

2.8%

OR AN ADDITIONAL **101,000** PEOPLE



PEOPLE IN CLARK COUNTY LIVING IN POVERTY DECREASED BY

2.3%

OR **21,200** FEWER PEOPLE



PEOPLE IN CLARK COUNTY LIVING WITH A LOW-INCOME (BELOW 200% OF FPL) DECREASED BY

4.6%

OR **30,300** FEWER PEOPLE

With the pandemic impacting the makeup of our economy, and ultimately our workforce, and a challenging future due to a possible recession and housing market decline, the services United Way of Southern Nevada offers are more important than ever. With the focus on our pathways of Student Success, Workforce Development, and Community Support, we will continue to close the gap on the assistance our community still needs. With loyal donors and hard-working volunteers, we can join together and help:



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