



UNITED WAY COMMUNITY IMPACT

LIVE UNITED

In order to **create lasting solutions for social issues on a large scale**, individuals and organizations must align efforts and work collectively towards clearly defined goals. United Way of the Lakeshore’s **community impact approach** is unique because we not only address immediate needs, but also work towards changing systems so that people can avoid challenges altogether. It is about **investing in the future as well as the present**.

Community Investment	United Way Initiatives	Community Engagement
<p>United Way of the Lakeshore’s community investment process focuses resources and relies on local expertise to provide solutions to critical education, income and health issues facing people in the Lakeshore area. Our funding model is built on our base of volunteers and workplace campaign donors to strategically invest in health and human service agency partners that demonstrate collaboration, efficiency and effective use of resources with measurable results through targeted programs and service delivery. Dollars raised in a particular county are used to fund projects in only that county.</p>	<p>No individual or organization can solve our community problems alone. United Way’s mission is to unite to inspire change and build thriving communities in Muskegon, Newaygo, and Oceana Counties. Our Agenda for Change addresses three pillars of advancement that include Education: Building an educated workforce, Income Stability: People have long-term self-sufficiency; and, Health: Healthy & safe individuals & families. In addition, our bold goal is to help 10,000 more working families meet their basic needs by 2025. We refer to these families as ALICE—Asset Limited, Income Constrained, Employed. In addition to existing agency programs to help address our Agenda for Change, in December 2016, review & investment panels in each county adopted new initiatives to help ALICE address barriers to childcare and transportation. These barriers were identified by ALICE families and friends at more than 30 community conversations held across the region.</p>	<p>United way periodically hosts Community Conversations to learn the aspirations, hopes and concerns of local community members. In addition to hosting Community Conversations, United Way stays abreast of community issues by researching and publishing its ALICE Study of Financial Hardship—Michigan 2017 Update; and using the Kids’ Count Databook published annually by the Annie E. Casey Foundation; and the annual County Health Rankings & Roadmaps by the Robert Wood Johnson Foundation. These publications include statistics on the education, income and health status of counties in the Lakeshore region.</p>



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