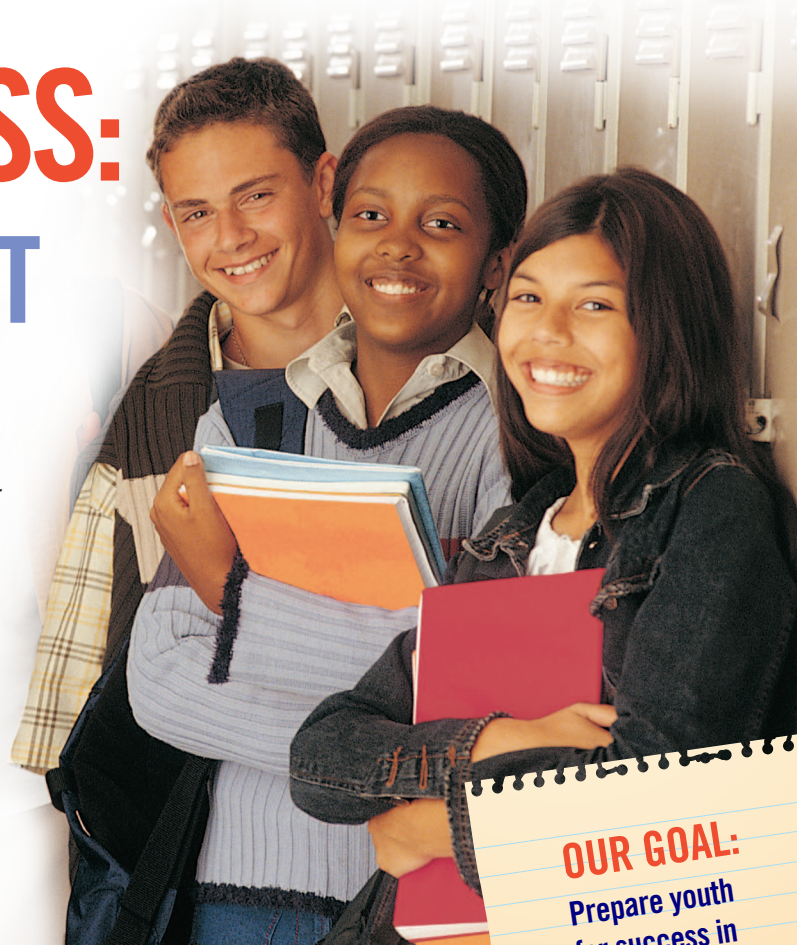


YOUTH SUCCESS: THE CHANGE AGENT

Education is the single most influential factor in ensuring that children grow up to do as well or better than their parents. It also leads to higher incomes, healthier families, lower crime, a stronger workforce and a lifelong sense of self-worth and dignity.

That is why United Way of Santa Cruz County (UWSCC) provides a holistic approach in driving lasting change. By removing barriers that directly impact student success (like hunger, homelessness, financial instability or lack of adult mentoring), UWSCC is taking steps to break that cycle.



OUR GOAL:
Prepare youth
for success in
school and life

Prevention → Change

By focusing on prevention, as opposed to intervention, UWSCC believes it can change the course for future generations of children and families. That means pursuing a holistic solution and removing obstacles to education by:

- Preparing children to enter Kindergarten
- Increase youth proficiencies in English and Math
- Increase youth development, positive activities



All of these factors help children achieve their highest potential.

SNAPSHOT

Students Improve

As they access programs supported by the United Way Community Investment Fund:

- Academic performance improved
- Ability to avoid delinquency improved
- Ability to get along with other youth improved
- Self confidence improved

-Big Brothers Big Sisters and Boys & Girls Club of Santa Cruz Parent's report



\$1 INVESTED → **\$7 SAVED**
in prevention on intervention

FINANCIAL STABILITY: KNOWLEDGE IS POWER

At United Way of Santa Cruz County, our goal is simple: help individuals and families gain access to resources they need to stay afloat financially. We stand strong in building families to economic self-sufficiency, not having to forgo one basic need for another - such as housing, healthcare, childcare or food - due to lack of income.

Local employers benefit from a stronger, more skilled and crisis-resistant workforce. Communities benefit from safe neighborhoods, thriving businesses, and the general financial stability of residents. That is why United Way of Santa Cruz County is focused on helping individuals and families improve their financial stability.



OUR GOAL: Address the causes of financial instability through education and provide low-income individuals with support services to avoid crisis.

Prevention → Change



Focused on prevention, as opposed to intervention, United Way of Santa Cruz County is taking steps to change the course for future generations of children and families.

- Increase youth employment ages 16-24
- Increase use of Volunteer Income Tax Assistance
- Decrease housing evictions due to nonpayment - particularly for those enrolled in nonprofit, financial stability programs



SNAPSHOT

Did You Know...

- **14% of children** in Santa Cruz County are living in **poverty** 
- **Nearly one half** of Santa Cruz County residents **spend more** than 30% of their take home pay on rent and housing costs 
- Nearly **18%** - The **unemployment rate** for Watsonville and the highest for our county
- **2-1-1 - Real People, Real Answers- Real Help.** In 2013 over 6,000 callers used the easy to remember- toll free number where a trained specialist matched needs to local services.

\$1 INVESTED in prevention → **\$7 SAVED** on intervention

DEVELOPING HEALTHY CHILDREN & FAMILIES

The pathway to a healthy life varies based on individual challenges – and the determinants of well-being extend beyond medical care to social and economic factors. By addressing abusive and unsafe environments, promoting positive behavior and fostering supportive conditions at home and in the community, United Way of Santa Cruz County is committed to providing resources that local children and families need to thrive.



OUR GOAL: Encourage healthy beginnings & choices for children & families, while improving access to health care services & preventative education.

Prevention → Change

Focused on prevention, as opposed to intervention, United Way of Santa Cruz County is taking steps to change the course for future generations of children and families. That means pursuing a holistic solution and removing obstacles to improving health by:

- Increasing access to dental, mental and medical care for all
- Improving safe and healthy living environments
- Reducing obesity rates by 10%
- Increasing awareness and knowledge to promote health



SNAPSHOT

Santa Cruz County: 2014

Our Picture Of Health

- People **without a dependable source of health care** are more likely to wait to get treatment until their conditions are worse.
- In Santa Cruz County: **41% Latinos do not have health** insurance. Less than 10% Whites do not have insurance. (Community Assessment Project, 2013)
- **37% of children** (12-17 yrs) in Santa Cruz County are overweight/obese.
- **14% of children** (birth-11 yrs) are over weight.
- United Way of Santa Cruz teams with **community partners** to mobilize our county & bring long-term solutions to improving the health in our living environments.

\$1 INVESTED
in prevention → **\$7** SAVED
on intervention

UNITED WAY OF SANTA CRUZ COUNTY

OUR WORK

MORE THAN 100 COMPANIES AND ORGANIZATIONS WORK WITH UNITED WAY OF SANTA CRUZ COUNTY EACH YEAR TO RAISE FUNDS SUPPORTING HIGH-QUALITY, PROVEN PROGRAMS THAT POSITIVELY IMPACT OUR COMMUNITY.

OUR GOAL: ENSURING THAT EVERYONE IN OUR COMMUNITY HAS ACCESS TO THE BUILDING BLOCKS THEY NEED FOR A GOOD LIFE.



YOUTH SUCCESS

WE WANT ALL CHILDREN AND YOUTH TO SUCCEED IN SCHOOL AND IN LIFE TO REACH THEIR FULL POTENTIAL.

Aztecas Youth Soccer
Youth Soccer Academy

Big Brothers Big Sisters
Mentoring

Boys & Girls Club
More Members/More Often

CASA
Foster Care Advocacy

Community Bridges
After School Tutoring

Diversity Center
STRANGEProgram

First 5 Santa Cruz County
Santa Cruz Reading Corp

Seniors Council
Foster Grandparents

Volunteer Center
YouthServe Program

Walnut Ave. Women's Ctr.
Early Education

Youth N.O.W.
Tutoring Program



FINANCIAL STABILITY

WE WANT FAMILIES TO ACHIEVE FINANCIAL INDEPENDENCE AND STABILITY.

Catholic Charities
Supportive Services

Community Action Board
Alcance Program / Shelter Project

Digital NEST
Youth Technology Literacy

Goodwill Industries
Volunteer Income Tax Assistance

Pajaro Valley Shelter Services
Emergency Shelter Case Management

Santa Cruz County Office of Education
Youth Employment

Senior's Council / Project SCOUT
Volunteer Income Tax Assistance for Community Seniors



HEALTH

WE WANT EVERYONE TO BE HEALTHY, SAFE AND HAVE ACCESS TO THE HEALTH CARE AND PREVENTIVE SERVICES THEY NEED.

Advocacy, Inc.
Long-Term Ombudsman

Dientes Community Dental Care
Oral Health - Uninsured

Ecology Action
Active Transportation

Family Service Agency of Central Coast
Open Door, Puerta Abierta Project

Homeless Services Center
Recuperative Care

Hospice of Santa Cruz County
Transitional Care

Pajaro Valley Community Health Trust
Diabetes Outreach

Santa Cruz Neighbors
Talk It Up/Lock It Up

Watsonville Family YMCA
Pajaro Park

UNITED WAY OF SANTA CRUZ COUNTY COMMUNITY ORGANIZING TEAM convenes and develops leadership from the community to seek & act on solutions to address critical community needs throughout Santa Cruz County.

211 Helpline * Children's Network * *Go For Health!* * Jovenes SANOS * Smart Solutions to Homelessness
Community Prevention Partners * Community Corrections Speakers Bureau * Youth Violence Prevention

