

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:

- Improving healthy living environments for seniors
- Improving access to nutritious food & local services
- Increasing health insurance coverage and care
- Keeping kids healthy to reduce absenteeism



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

SNAPSHOT

Santa Cruz County: 2013

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.

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.

Big Brothers Big Sisters
One-On-One Enrichment & Tutoring

Boys & Girls Club
Power Hour

Center for Community Advocacy
Strong Families Program

Community Action Board
Community Restoration Project

Encompass Community Services
Family Fuertes

Monarch Services
Teen Support Groups

O'Neill Sea Odyssey
Oceangoing Science & Ecology

Seniors Council
Foster Grandparents

Walnut Avenue Women's Center
Early Education

Watsonville Family YMCA
Youth Development



FINANCIAL STABILITY

WE WANT FAMILIES TO ACHIEVE FINANCIAL INDEPENDENCE AND STABILITY.

Catholic Charities
Supportive Services / Immigration

Community Action Board
GEMMA

Family Financial Stability Partnership
SC Community Ventures

Homeless Services Center
Rebele Family Shelter

HOPE Services
Community Employment

SC County Office of Education
Summer Youth Employment

Volunteer Center of Santa Cruz County
*Friends Outside
The Literacy Program*



HEALTH

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

Advocacy, Inc.
Long-Term Care Ombudsman

Dientes Community Dental Care

Encompass Community Services
*Santa Cruz AIDS Project
Si Se Puede
River Street Shelter*

Family Service Agency of the Central Coast
*Counseling Services
I-You Venture
Suicide Prevention Service*

Health Improvement Partnership
Healthy Kids

Hospice of Santa Cruz County
Transitions

Senior Citizen Legal Services

Senior Network Services
Case Management, Information & Assistance

Volunteer Center of Santa Cruz County
Community Connection

Watsonville Family YMCA
Healthy Family Home

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

