



# Community Investment Approach

# Community Investment Approach

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# Community Investment Approach

The United Way of Decatur & Mid-Illinois will make positive, effective impact in our community through the following Vision and Mission statements:

**Vision:** United Way of Decatur & Mid-Illinois envisions a community in which everyone has the opportunity to be self-sufficient.

**Mission:** United Way of Decatur & Mid-Illinois leads community transformation efforts that empower everyone to be/become self-sufficient.

We will accomplish our vision and mission through implementation of the **Common Community Approach** (refer to visual representation on pages 3-10).

The **Common Community Approach** is: a systematic approach to move members of our community who live in crisis on a path towards self-sufficiency. We remove barriers so that these individuals can move out of crisis into stability, from stable to thriving, from thriving to self-sufficient and finally, to prevent them from moving from self-sufficiency back into crisis (Self-Sufficiency Continuum). We want to increase the capacity of individuals in our community so that they are capable of effectively responding to short-term shocks and long-term stressors. This not only strengthens individuals, but also our community. The approach identifies struggles (Current Environment) in our community that inhibit movement along this path. It also identifies where we want to be as a community (Desired End State) where all residents have the ability and opportunity to provide for themselves and their families without subsidization (To Become Self-Sufficient) or have the opportunity to live independently with dignity (Individuals who are not able to achieve self-sufficiency due to disability or age have the opportunity to control where they live and have the same range of choices and level of respect as non-disabled, non-senior persons). What prevents our community from moving from where we are (Current Environment) to where we want to be (Desired End State) is the problem we must solve.

The problems our community suffers from are poor graduation rates and college/job readiness; significant health issues (access to healthcare, unhealthy behaviors, poor nutrition, inactivity); and safety issues/challenges (child abuse, domestic abuse, sexual assault, drugs, violent crime) that create the conditions for life crisis and the need for essential services (food, clothing, shelter, furniture). The result is that a significant percentage of our population is not self-sufficient which affects their current and future well-being and that of our community. We will address these problems by focusing our efforts and resources in four areas. First, we will continue to ensure essential services are provided in our community (Impact Area #4 – Community Resiliency). However, it is imperative that programs providing these services link clients to programs that move them out of living a status quo existence. Next, we will provide resources to programs along three additional Impact Areas (Impact Area #1 – Youth Opportunity; Impact Area #2 – Financial Security; Impact Area #3 – Healthy Community).

# Community Investment Approach

United Way of Decatur & Mid-Illinois' Impact Areas are:

1. Youth Opportunity (Young people realize their full potential)
2. Financial Security (Every generation has a stronger financial future)
3. Healthy Community (Wellness-focused community with healthcare access for all)
4. Community Resiliency (Urgent needs addressed today for a better tomorrow)

Each of these Impact Areas utilizes outcome-based thinking and has measurable outcomes, objectives, and goals that we will use to monitor whether our efforts are truly impacting our community (Center of Gravity) and moving us to a greater level of self-sufficiency (Desired End State).

Additionally, the **Common Community Approach**:

- Promotes positive, transformative community change - causing a marked change that makes our community better
- Focuses on:
  - Raised awareness – by identifying and defining potential community challenges
  - Shared Understanding – ensuring the community has a common comprehension of community challenges and solutions
  - Integration – promoting unified community planning and action
  - Respect – by valuing differing attitudes and opinions
  - Unity of Aim - focusing community resources on a common objective
  - Proactive Community Engagement - eliminating challenges before they have a chance to negatively affect our community
  - Shared Responsibility - our community accepts responsibility for all successes and failures

Specifically, the United Way of Decatur & Mid-Illinois will:

- Facilitate sustainable community solutions
- Synchronize and coordinate effective community action in partnership with private and public organizations, including local, state, and federal agencies
- Develop community resources
- Promote disaster and emergency preparedness and prevention
- Coordinate and implement effective and principled community action in response to disasters and emergencies

# Community Investment Approach



## What is a Common Community Approach?

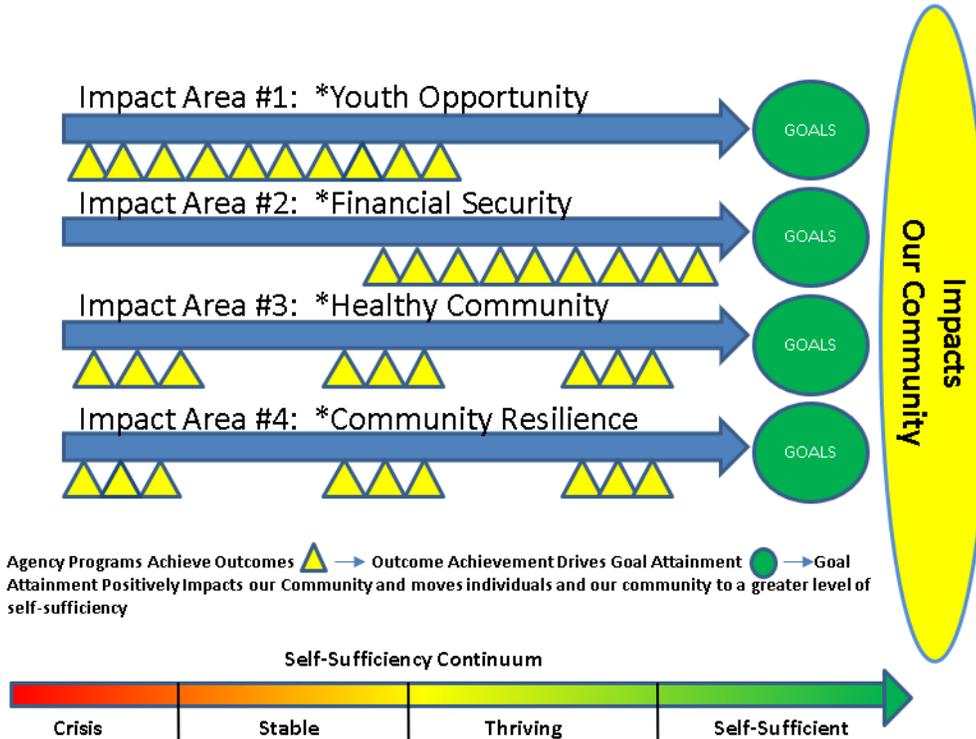
- Requires a raised awareness throughout the community
- Based on mutual trust and a willingness to **integrate**
- Proactive not reactive
- **Outcome focused**
- Shared understanding, **commonly agreed end-state**, common language, **shared approach**, and **shared responsibility**

# Community Investment Approach

**PROBLEM:** The problems our community suffers from are poor graduation rates and college/job readiness; significant health issues; and safety issues/challenges that create the conditions for life crisis and the need for essential services (food, clothing, shelter, furniture).

**CURRENT ENVIRONMENT:** A significant percentage of our population is not self-sufficient (Poverty and ALICE) which affects their current and future well-being and that of our community.

The **PROBLEM** is what prevents our community from moving from the **CURRENT ENVIRONMENT** to the **DESIRED ENDSTATE**



**DESIRED ENDSTATE:** All residents have -

1. The ability and opportunity to provide for themselves and their families without subsidized assistance.
2. The opportunity to live independently with dignity

# Community Investment Approach

Impact Area #1: Youth Opportunity (Helping Young People Realize Their Full Potential)



**Goals:**

- 1. Children in our community are Kindergarten ready
- 2. Students in our community achieve at-grade-level-learning
- 3. Youth in our community have access to enriching activities
- 4. Students in our community graduate from high school job/college ready

**Outcomes**



Y1.1. Infant/child physical, cognitive, linguistic, social-emotional development achieved as assessed using a reliable/valid screening tool  
 Y1.2. Infant/child Early Childhood Education (ECE) matriculation/medical referral decisions made by parents using assessment  
 Y1.3. Child IEPs developed for identified children  
 Y1.4. ECE scholarships available/utilized  
 Y1.5. ECE sliding financial scale available/utilized  
 Y1.6. ECE Bussing or other transportation available/utilized (tokens, vouchers, direct assistance)  
 Y1.7. Kindergarten readiness achieved as assessed using a reliable and valid screening tool  
 Y1.8. Matriculation decision made by parents using assessment  
 Y1.9. Kindergarten readiness validated by kindergarten teacher at kindergarten conclusion  
 Y1.10. IEPs developed for identified students

Y3.1. STEM and technology (e.g., coding, robotics, AI learning)  
 Y3.2. Creative Arts and expression (e.g., photography, music, theater, dance, creative writing)  
 Y3.3. Physical and wellness activities (e.g., individual and team sports, outdoor and nature activities, play-based activities, mind-body activities)  
 Y3.4. Community and leadership (e.g., community service, club-based activities)

Y2.1. At grade level learning achieved as assessed using a reliable and valid screening tool, or state directed standardized test tool  
 Y2.2. Matriculation decision made by parents/teachers/administration using assessment  
 Y2.3. IEPs developed for identified students  
 Y2.4. Increased English proficiency through English as a Second Language (ESL) instruction  
 Y2.5. Increased graduation rates  
 Y2.6. Increased college readiness scores

Y4.1. Increased graduation rates  
 Y4.2. Increased college readiness scores  
 Y4.3. Decreased rate of required remedial classes

# Community Investment Approach

## Impact Area #2: Financial Security (Creating a Stronger Financial Future For Every Generation)



### Goals:

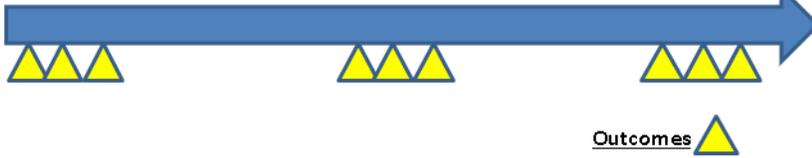
1. Members of our community successfully complete their degree/certificate/license (High School, High School Equivalency, Associates/Bachelors/Technical)
2. 16-67-year-olds possess the skills they need to maintain living wage employment
3. Members of our community have access to needed resources that remove barriers to gaining/maintaining employment
4. Our community is a 700 Credit Score Community

### Outcomes

<p>F1.1. Adult basic education improvement achieved as assessed using a nationally recognized screening tool</p> <p>F1.2. Increased English proficiency through English as a Second Language (ESL) instruction</p> <p>F1.3. Progress toward High School Equivalency completion measured and assessed using a nationally recognized screening tool</p> <p>F1.4. Increased persistence rate for second semester college attendance</p> <p>F1.5. Increased persistence rate entering sophomore year of college</p> <p>F1.6. Vocational/technical readiness achieved as assessed by respective industry standards and readiness validated through recognized certifications/licenses</p> <p>F1.7. Vocational program provides meaningful, subsidized/unsubsidized employment that can be used effectively on a resume</p>	<p>F3.1. Housing or access to housing provided</p> <p>F3.2. Childcare or access to childcare provided</p> <p>F3.3. Transportation or access to transportation provided</p> <p>F3.4. Stipend provided</p> <p>F3.5. Wrap around support provided to scaffold individuals experiencing benefits cliff effects</p> <p>F3.6. Advocacy provided for high unemployment demographics (e.g., race, gender, convictions, reintegration from DOC, etc.)</p>
<p>F2.1. Increased "Dress For Success" comprehension</p> <p>F2.2. Increased interview skills</p> <p>F2.3. Increased time management skills comprehension</p> <p>F2.4. Increased workplace appropriate conversational skills</p> <p>F2.5. Effective Resume developed</p> <p>F2.6. Increased job application completion skills</p>	<p>F4.1. Increased banking comprehension</p> <p>F4.2. Increased bank usage</p> <p>F4.3. Increased credit score comprehension</p> <p>F4.4. Increased budgeting comprehension</p> <p>F4.5. Increased ability to obtain loan from non-predatory lender</p> <p>F4.6. Tax returns increased</p> <p>F4.7. Increased Earned Income Tax Credits obtained</p> <p>F4.8. Decreased reliance on paid tax preparation</p>

# Community Investment Approach

## Impact Area #3: Healthy Community (Improving Health and Well-Being For All)



### Goals:

1. Everyone in our community has access to effective/affordable health care
2. Our community is wellness focused
3. Our community prevents trauma and victimization, protects those who are traumatized, and strengthens victim resilience
4. Community members have their Functional and Access Needs (FAN) met
5. Recovery Communities established

### Outcomes

- H1.1. Maintained or increased the number of health care providers in our community
- H1.2. Increased availability of existing health care providers to satellite locations
- H1.3. Increased health care coverage through enrollment assistance
- H1.4. Access to prescription medication (coverage enrollment assistance or direct assistance)
- H1.5. Access to non-covered health needs (coverage enrollment assistance or direct assistance)
- H1.6. Access to fresh produce
- H1.7. Access to infant formula/baby food
- H1.8. Access to diapers and infant hygiene articles
- H1.9. Access to personal hygiene and sanitary articles
- H1.10. Access to fitness facilities (scholarships, sliding fee scale, direct assistance)
- H1.11. Transportation provided to health appointments
- H1.12. Bussing available/utilized (tokens, vouchers, direct assistance)
- H1.13. Other transportation available/utilized (tokens, vouchers, direct assistance)
- H1.14. Needed medical care accessed
- H1.15. Managed medical care achieved

- H2.1. Increased medical health awareness/comprehension
- H2.2. Increased dental health awareness/comprehension
- H2.3. Increased mental health awareness/comprehension
- H2.4. Increased prescription use awareness/comprehension
- H2.5. Increased substance abuse awareness/comprehension
- H2.6. Increased nutrition and diet awareness/comprehension
- H2.7. Increased physical activity/exercise awareness/comprehension

- H3.1. Increased disclosures of abuse/trauma during educational programs
- H3.2. Increased sexual assault awareness/comprehension
- H3.3. Increased sexual harassment awareness/comprehension
- H3.4. Increased domestic violence awareness/comprehension
- H3.5. Increased domestic assault awareness/comprehension
- H3.6. Increased crime prevention awareness/comprehension
- H3.7. Increased protection through legal decision-maker
- H3.8. Increased protection through safe sheltering
- H3.9. Increased safety plan development and adherence
- H3.10. Increased rate of adoption into safe permanent home
- H3.11. Decreased rate of return to foster care from return home or adoptive home
- H3.12. Increased issuance of court orders or protection
- H3.13. Increased sense of sense of support, empowerment, knowledge of personal rights, regained power, and regained control
- H3.14. Decreased anger about trauma experienced
- H3.16. Decreased symptoms of poor self-esteem
- H3.17. Decreased traumatic flashbacks
- H3.18. Decreased instances of aggression
- H3.19. Increased ability for parents to cope with trauma suffered due to their child experiencing trauma
- H3.20. Increased child development knowledge and care
- H3.21. Increased positive interactions with child
- H3.22. Increased responsiveness, sensitivity, and nurturing of child
- H3.23. Increased emotional communication with child
- H3.24. Increased disciplinary communication with child
- H3.25. Increased child discipline and behavior management
- H3.26. Increased promotion of child's social skills/prosocial behavior
- H3.27. Increased promotion of child's cognitive/academic skills

- H4.1. External home modifications made (e.g., wheelchair ramp installation, handrail installation, etc.)
- H4.2. Internal home modifications made (e.g., door frame widening, handrail installation, commode modifications, walk-in bathtub installation, etc.)
- H4.3. Vehicle modifications made (e.g., wheelchair vehicle mount installation, hand acceleration/brake control installation, etc.)
- H4.4. Communication accessibility met (portable dry-erase boards, talk and points, etc.)

- H5.1. Increased peer coaching availability
- H5.2. Increased Recovery Support Group availability

\*Healthcare access for all residents = physical, dental, mental, and substance abuse treatment

\*Wellness focused community = live active lifestyles, nutritionally minded, health informed, preventative focused

# Community Investment Approach

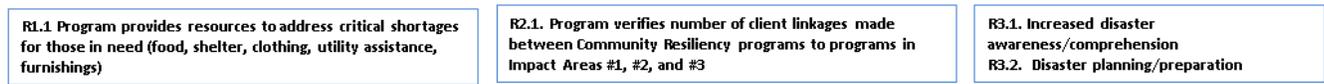
Impact Area #4: Community Resiliency (Addressing Urgent Needs Today For a Better Tomorrow)



**Goals:** ●

- 1. Everyone in our community has their essential needs met (food, shelter, clothing, utilities, furnishings)
- 2. Those in need of essential services in our community are linked to programs that move them toward self-sufficiency
- 3. Our community is disaster response/recovery ready

**Outcomes** ▲



## Community Investment Approach

**Community Investment:** United Way of Decatur & Mid-Illinois invests in our community in two ways:

1. Internal programming: Programs developed within United Way of Decatur & Mid-Illinois to address resource gaps in our community not addressed by other agencies or resource gaps expanded in partnership with community partners. These programs include:
  - a. United Way of Decatur & Mid-Illinois / Dolly Parton Imagination Library: The Dolly Parton Imagination Library mails a high-quality, age-appropriate book to registered children from birth until their 5th birthday. A book is delivered - addressed to the child - directly to the family's door once per month, at no cost to the child's family. The program encourages youth literacy from birth.
  - b. United Way of Decatur & Mid-Illinois / ALICE Program: ALICE stands for Asset Limited, Income Constrained, Employed and applies to individuals and families who are working one or more jobs but earning just at, or below a living wage. They are one crisis away from being in permanent crisis. ALICE Financial Assistance provides the money needed to stave off that one crisis (whether it's rent, mortgage, property taxes, food assistance, car, or home repairs) to keep these community members on their feet and away from living in permanent poverty.
  - c. United Way of Decatur & Mid-Illinois / 211: 2-1-1 is an easy-to-remember, non-emergency telephone number that connects people with essential community information and services. 2-1-1 saves time and frustration through specialists who match callers to the right agency based on each caller's need. The 24-hour line makes it easy for the public to navigate the maze of human service providers and help lines. All calls are free, anonymous and confidential. Crisis, information, and referral workers can be reached 24 hours a day, seven days a week, 365 days a year by dialing 2-1-1 on your phone. If you are unable to access 2-1-1 through your phone, or if you have to dial an outside line access number, then you can reach 2-1-1 services by dialing 1-888-865-9903. Residents of DeWitt, Macon, Moultrie, Piatt, and Shelby Counties are able to receive information about their respective county's services.
  - d. United Way of Decatur & Mid-Illinois / First Responder Clinical Therapist: Our Licensed Clinical Therapist provides counseling and trauma therapy to our First Responders and their family members and veterans who are or have been exposed to psychological stressors (multiple casualties, child/infant involvement, etc.) inherent to their job. Reduces job burn-out and turn-over.
  - e. United Way of Decatur & Mid-Illinois / Hispanic Community Liaison: Our Hispanic Community Liaison assists community members with low/no English ability with translation services for medical appointments, job applications, and access needed resources.

## Community Investment Approach

- f. United Way of Decatur & Mid-Illinois / Wheelchair Ramp Program: Provides resources needed by individuals who have Functional Access Needs (FAN) challenges (e.g., ramps into home entrances; stair railings; safety rails in bathrooms, etc.).
2. External programming: Investment into the most effective, efficient, and integrated programs run by agencies in our community that align with our Impact Areas. This investment is done through the Community Investment Process.

**Community Investment Process:** Agencies are invited to apply for United Way of Decatur & Mid-Illinois Community Investment for specific program funding. We don't invest in agencies but rather, the programs these agencies provide to our community. Programs are assessed based on their effectiveness and efficiency in accomplishing outcomes listed in each Impact Area in the Common Community Approach; the more effective and efficient the program, the greater the possibility of community investment. The Common Community Approach establishes the outcomes agency programs must achieve in each Impact Area. How programs achieve the outcomes and how agencies measure outcome achievement are the responsibility of each agency.

**Community Investment Volunteer Panels:** The United Way of Decatur & Mid-Illinois relies on community volunteers to determine which programs receive community investment and community investment amounts. Volunteers must reside in the county in which investment decisions are being made and should be United Way financial investors. Volunteers will receive an orientation introducing them to the online application process, the Common Community Approach, the Investment process agenda for their assigned Impact Area, and the measurements used for assessing program investment. Volunteers will assess program effectiveness, efficiency, and community integration based upon information provided by agencies applying for program funding and decide which programs will receive investment and investment amounts.

### **Community Investment (application and investment process):**

- Macon County:
  - The Community Investment Process occurs annually. Financial Security and Community Resiliency Impact Areas will be considered for investment in even numbered years (e.g., 2026, 2028, 2030). Youth Opportunity and Healthy Community Impact Areas will be considered for investment in odd numbered years (e.g., 2027, 2029, 2031)
  - United Way of Decatur & Mid-Illinois will publish the program application timeline by December 31<sup>st</sup> of each year (see Page 13 for a generic timeline).
  - Agencies will submit program applications online at [uwdecatour.org/Apply-for-Investment](http://uwdecatour.org/Apply-for-Investment).
  - Agencies must submit a program in one Impact Area (can't submit the same program in multiple Impact Areas).
  - Agencies may submit multiple programs for investment consideration in one or multiple Impact Areas.

## Community Investment Approach

- Agencies will apply for program investment no later than the application due date as published in the timeline. Incomplete and/or late applications will not be accepted.
  - Community Investment Volunteer Panels will decide which programs will receive investment and investment amounts utilizing this Community Investment Approach.
  - Programs selected to receive investment will receive the same percentage of investment the next year. This does not necessarily mean the same amount as received the first year. Community investment amount will determine investment total.
  - The Community Investment Process will consist of program application and program presentations. Program Presentations provide each agency the opportunity to present program effectiveness and efficiency. Agencies provide more detailed program information to include budget discussions. Program Presentations also provide Community Investment Volunteers the opportunity to ask detailed questions to better assess program effectiveness and efficiency.
  - Agencies will have the opportunity to conduct “Mock Presentations” and test United Way of Decatur & Mid-Illinois provided automation (e.g., laptop, projector, etc.) prior to the actual Community Investment Volunteer Panel presentations. United Way of Decatur & Mid-Illinois Staff will observe the mock presentations and provide feedback to Agency presenters. Mock Presentations are strictly voluntary and provide Agency presenters the opportunity to rehearse their presentations in front of an objective, experienced panel. Agencies will not be penalized for opting out of Mock Presentations.
  - Agencies can conduct Program Presentations using United Way of Decatur & Mid-Illinois automation (laptop/projector) or bring their own to use.
  - Agencies are required to participate in an annual program review process. This process will provide the community with a return on investment report detailing program outcome achievement and community impact (see Page 16 for the Annual Program Review process).
- DeWitt/Piatt/Moultrie/Shelby Counties: United Way of Decatur & Mid-Illinois supports internal programs to include the Dolly Parton Imagination Library, 211, and ALICE Programs to these counties.

**Disaster Assistance Management:** The United Way of Decatur & Mid-Illinois impacts the community through Disaster Planning and Disaster Recovery efforts. We are members of the Macon County Local Emergency Planning Committee and manage both spontaneous and agency affiliated volunteers in the event of a disaster. UWDMI occupies a position in the Macon County Emergency Management Agency Emergency Operations Center (EOC) during ongoing disaster operations. We also manage 2-1-1 as a social service information network during disasters.

# Community Investment Approach

## Generic Timeline

<b>MACON COUNTY</b> <b>Financial Security and Community Resiliency - EVEN YEARS ONLY</b> <b>Youth Opportunity and Healthy Community - ODD YEARS ONLY</b>	
<b>MONTH</b>	<b>EVENT</b>
January	Program Application Period Opens
February	Program Application Period Closes; UWDMI Application Review
March	Community Investment Volunteer Panel Orientation; Agency Mock Presentations; Community Investment Process Begins
April	Community Investment Volunteer Panel Orientation; Agency Mock Presentations; Community Investment Process Continues
May	UWDMI Board of Directors approves Community Investment Process Volunteer Panel Investment Decisions  Agencies Notified of Investment Amounts
June – November	Agency Program Review
December	Detailed Community Investment Process Schedule Distributed to Agencies for upcoming Community Investment Process

# Community Investment Approach

## Volunteer Panel Program Assessment Rubric

Reviewer Name:	Date:	Line of Effort:
Agency Name:	Program:	

**PLEASE ASSIGN A NUMBER RATING TO EACH ITEM**

**5 - Extraordinary; 4 - Very Good; 3 - Good; 2 - Needs Improvement; 1 – Unsatisfactory**

Question	Score	Comments
<b>PROGRAM EFFECTIVENESS</b>		
The program achieved stated outcomes (if the program was operated in previous years) or has clearly stated outcomes:		
The agency clearly articulates their plan on how they achieved/will achieve their stated outcomes:		
The agency has an assessment process in place to measure outcome achievement and the progress and success of the program/project:		
The program clearly defines what services are offered, how they are offered and to whom they are offered:		
The agency has adequate outreach to diverse populations/low-income families:		
<b>PROGRAM EFFICIENCY (BUDGET EVALUATION): Select either one but not both</b>		
The budget is detailed and balanced:		
If the budget is not balanced and the program is operating at a surplus/deficit the agency clearly explains why:		

## Community Investment Approach

Question	Score	Comments
<b>PROGRAM INTEGRATION</b>		
The Agency is integrated into an automated data-sharing network with other community agencies (e.g., IRIS; OASIS):		
The Agency collaborates with other community agencies (e.g., partners with other agencies to accomplish mission/goals):		
<b>TOTAL SCORE</b>		
<b>RECOMMENDED DOLLAR AMOUNT FOR PROGRAM</b>		
<b>Program strengths:</b>		
<b>Program weaknesses:</b>		
<b>Notes / Overall Comments:</b>		

# Community Investment Approach

## United Way Agency Program Review

**Purpose:** This process will provide the community with a return on investment report detailing program outcome achievement and community impact.

**Execution:** The Agency Program Review will take place at the agency receiving program investment, including observing the program, if allowable/possible.

Checklist:	Yes/No	Comments
Is program being conducted or have an implementation plan?		
Is program achieving stated outcomes?		
Is program following stated outcome measurements?		
If stated outcomes not being achieved/ measurements not being followed is agency assessing and adjusting outcomes and/or measurements?		
Is program serving the projected demographics?		
Is program serving the projected number of clients?		
Is program serving the projected cities/towns?		
Is program on budget?		
If program is under/over budget then why?		

## Community Investment Approach

*The good in this world exists.*

*In every kind act. Every helping hand.  
Every moment of care.*

*It's more than just you. It's us.*

*United is the Way*

