UNITED WAY OF SOUTHERN NEVADA
COMMUNITY-BASED AGENDA
#UNITED4VEGAS
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Thank you for your support of our community as a United Way of Southern Nevada board member. With your guidance and leadership of our organization, we are building on an incredible history of positive change.

Since our founding in 1957, United Way of Southern Nevada has directed millions of dollars and hundreds of thousands of volunteer hours into tackling the biggest challenges in our changing and rapidly growing community. We engage our coworkers and neighbors to give, advocate and volunteer, harnessing the collective power of our community to create long-lasting change for all of Southern Nevada.

Our Community-Based Agenda focuses these efforts to improve lives from cradle to career. By directing essential resources to breaking the cycle of generational poverty, we fund organizations with innovative solutions in early education, student success, post-secondary attainment and workforce supports. We create a culture of accountability for UWSN and our partners by using data to demonstrate results to our donors and our community. This year alone, we have created incredible outcomes like:

- 1,257 children received early education scholarships.
- 2,089 students received free after-school tutoring.
- 519 students have the hope to realize a dream - to graduate college.
- 478 people received job training and support.

We ensure these results last by advocating for change on a policy level. Through our combined advocacy efforts, we influence policies that move the needle for generations to come like changing how public education is funded in Nevada. Along with our partners locally and nationally, we advocate for the success of those we serve in all levels of government.

As a UWSN board member, your support is essential in these efforts. Whether you make a financial investment in United Way, volunteer your time and talents, or advocate for change through policy, you are the critical resource we need to create the lasting change our community deserves. Together, we are building a stronger future for all of Southern Nevada.

Sincerely,

[Signature]

Thomas Kovach
Board Chair
United Way of Southern Nevada
WHAT IS THE COMMUNITY-BASED AGENDA?

We’ve identified important issues in our community and created a plan to solve them.
To tackle deeply rooted issues like poverty, we need to address the base causes of these problems instead of providing quick, band-aid fixes.

We’ve collaborated with partners across the community, including nonprofit organizations, policymakers, businesses and people like you, to develop effective solutions that bring everyone to the table. We’ve explored how to align our resources and unite our community to create this change.

Our Community-Based Agenda focuses these efforts to improve lives from cradle to career. By directing essential resources to breaking the cycle of generational poverty, we fund organizations with innovative solutions in early education, student success, post-secondary attainment and workforce supports.

Supporting Children, Families and Individuals from Cradle to Career:

- **EARLY EDUCATION**
- **STUDENT SUCCESS**
- **POST-SECONDARY ATTAINMENT**
- **WORKFORCE SUPPORTS**
HELPING STUDENTS AND FAMILIES

EARLY EDUCATION
HELPING CHILDREN REACH THEIR POTENTIAL

We provide children with opportunities to close learning gaps and prepare for school through pre-kindergarten programs.

GOAL
Increase the number of children reading proficiently by grades 3 and 4 in schools and neighborhood zones below the average proficiency rate of 49.1%.

STRATEGIES
• Quality early education scholarships to children in need
• Teacher training with new research and methods
• Parent and caregiver engagement in their child’s education
• Tablets to build essential STEAM and literacy skills

STUDENT SUCCESS
BUILDING AN EDUCATIONAL FOUNDATION

We help students reach graduation day by providing resources throughout middle school and high school.

GOAL
Improve graduation rates in Clark County high schools that are below the average graduation rate of 85.2%.

STRATEGIES
• Academic advising and family support services
• Tutoring and homework assistance
• Free Application for Federal Student Aid (FAFSA) assistance
• Health care and supportive services for students in need
SUCCEED FROM CRADLE TO CAREER

POST-SECONDARY ATTAINMENT

IMPROVING CAREER READINESS

We expand access to college and certifications through programs that create a stronger and more stable workforce for Southern Nevada.

GOAL

Increase the percentage of adults in Clark County with an associates degree or higher in zip codes that have adult education levels below 33.1%.

STRATEGIES

• Leadership and mentorship programs
• Tutoring, homework and course planning assistance
• College tours and assistance with college applications, testing and financial aid

WORKFORCE SUPPORTS

CREATING STABILITY FOR FAMILIES

We help families navigate health services, income supports, job placements and everything else that goes into creating a good life so the whole family can succeed.

GOAL

Increase the percentage of Clark County residents working full-time in zip codes that have a proportion of full-time working adults below 64.4%

STRATEGIES

• Technical and professional skills training and hands-on experience
• Job preparation and placement assistance
• Vocational training, supportive services and certification and credential assistance
EARLY EDUCATION
HELPING CHILDREN REACH THEIR POTENTIAL
**Education is the foundation of a good life, which is why it’s essential that children enter school ready to learn. Early childhood education is one of the most effective methods of closing learning gaps that form in a child’s first five years of life.**

Research shows that high-quality pre-school opportunities can improve academic, social and lifetime outcomes for children, especially those from families living below the poverty line. Not only does pre-school have a significant effect on a child’s academic progress while enrolled, it can also have long-term positive effects. Longitudinal studies show that high-quality early childhood programs demonstrate significant benefits for children, such as greater school achievement and grade retention, and a decreased need for special education.\(^1\)

Nevada has some of the lowest rates of pre-school enrollment in the United States; only 33.7% of 3 and 4 year olds in Clark County are enrolled in a full-day pre-kindergarten program.\(^2\) In addition, only 49.1% of students were reading at grade level by grade 4.\(^3\)

**Our goal is to increase the number of children reading proficiently by grades 3 and 4 in schools and neighborhood zones below the average proficiency rate of 49.1%.**

With a history of providing pre-kindergarten scholarships, largest sub awardee of Nevada Ready! Pre K 4 Grant and working with early education providers, parents and families, we explore new and innovative ways to provide early education across the community, we can provide stronger starts for children to succeed.

We’re expanding access to early education by investing in and creating programs that:

- Increase kindergarten readiness through access to high-quality pre-kindergarten programs or through high-quality early education curriculum, especially for at-risk or low to moderate income populations
- Provide support for parents with young children, for example, parent and family engagement, parenting skills and development
- Provide recruitment, training, mentoring, and other support for early education providers and teachers, both licensed and informal

Together over the next year, we will:

- Provide 637 early education scholarships
- Fund 35 early education classrooms
- Provide 30 weeks of in-home sessions to help parents become their child’s first teacher
- Fund and support 14 early education centers

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1 "The Economic Impact of Early Care and Education in Nevada." Insight Center for Community Economic Development.
3 "CRT (New NV Standards), Year 2017-2018, Grade 4", Nevada Report Card.
STUDENT SUCCESS
BUILDING AN EDUCATIONAL FOUNDATION
Breaking the cycle of poverty starts in the classroom. When students receive support through middle school and high school, they can finish high school ready to succeed in college or career.

Students that graduate from high school are already more prepared for future success than those that don't. A high school graduate has better employment opportunities and higher earning potential, earning over $300,000 more than non-graduates. Increasing the graduation rate changes communities for the better, with healthier residents, lower crime rates and less public money spent on supportive social services. Children are also more likely to graduate if their parents did, creating a lasting cycle of positive change.

Our high school graduation rates are improving, but there’s still work to be done. In 2018, the Clark County graduation rate was 85%, a marked improvement from years before. However, achievement gaps still exist in neighborhood schools. Disparities are evident when comparing graduation rates for male and female students, as well as when analyzing graduation rates by race and ethnicity.

Our goal is to improve graduation rates in Clark County high schools that are below the average graduation rate of 85.2%.

During middle school, we help students gain academic skills and increase school participation. In high school, we provide students with resources to stay on track to graduate and explore college. Through these efforts, we can create a positive cycle of education in our community.

We’re helping students graduate by supporting programs that:

- Improve school participation through access to needed supports for school-aged children and youth
- Build academic skills in school-aged children and youth
- Increase life, career, and college skills for school aged children through out-of-school time and/or enrichment opportunities
- Create environments that promote and support college and career pathways

Together over the next year, we will:

- Provide after-school tutoring for 1,300 students
- Support 460 at-risk students with health screenings
- Provide FAFSA workshops for 70 students
- Mentor 42 high school students
POST-SECONDARY ATTAINMENT
IMPROVING CAREER READINESS
Our economy is rapidly growing and changing, requiring workers who are highly trained and ready to take on new challenges. In a global, technology-focused economy, we need a skilled workforce to be competitive and address the needs of local companies and economy.

Adults with higher education levels have more employment opportunities and can earn $1.2 million more than adults that don’t graduate from high school. In communities with higher educational attainment, there are positive impacts on public health, safety and community participation. This contributes to reduced obesity, lower rates of incarceration, and higher levels of volunteerism.

In Nevada, 54% of jobs require some form of post-secondary education, whether it’s an associates or bachelors degree or some form of high quality certification. However, only 31% of Clark County adults over the age of 25 hold a post-secondary degree or certification. We are collaborating with partners across multiple sectors, including the State of Nevada, which has committed to increasing the proportion of adults who hold a post-secondary degree to 60% by 2025.

Our goal is to increase the percentage of adults in Clark County with an associates degree or higher in zip codes that have adult education levels below 33.1%.

By preparing our students in high school to be ready for college-level learning and providing adults with assistance or alternative pathways to a certification or degree, we can grow Southern Nevada’s economy, prepare people for employment and break generational cycles of poverty.

We’re increasing education levels in our community by investing in programs that:

• Improve school participation by increasing access to much-needed supports
• Build academic skills, especially for students that need remedial courses
• Offer support and training around costs and ways to pay for post-secondary education

Together over the next year, we will:

• Provide 24 visits to college campuses
• Provide scholarship funding to 84 students
• Engage parents at 11 seminars
• Provide college case management to 280 students

Although more than half of jobs in Nevada require some form of higher education, 54% of jobs require some form of higher education, less than one-third of Clark County adults hold a post-secondary degree.
WORKFORCE SUPPORTS
CREATING STABILITY FOR FAMILIES
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.

By providing a range of services to develop a healthy, stable workforce, communities can increase the quality of life for every single resident. Services like housing, financial education, child care, transportation, food security, health care and mental health counseling make it possible for both children and parents to create learning environments wherever they live. When parents and families 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.

With the exponential growth Clark County is experiencing these supports are necessary more now than ever. In Clark County, single parent households make up 32% of families, and 32.7% 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 and generations of Souther Nevadans to come.

Our goal is to increase the percentage of Clark County residents working full-time in zip codes that have a proportion of full-time working adults below 64.4%.

By providing the necessary supports to build a stable home life for families, we can ensure that children and parents feel safe and secure. If we support children and their families, we can break the cycle of poverty and create a community where everyone can succeed.

We're helping families succeed by investing in programs that:

- Assist families in navigating health and human services during emergency needs
- Find qualifying families and assist them in securing income supports
- Promote job placement and retention for families with children
- Help families with young children find or maintain homes, vehicles, small businesses and more

Together over the next year, we will:

- Provide job readiness courses for 150 people
- Help 100 job seekers develop career plans
- Help 100 individuals complete career assessments
- Provide supportive services for 100 job seekers

ACKNOWLEDGEMENTS

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