Our Approach to Services

United Way believes that Health, Education and Economic Mobility are the building blocks necessary to create pathways out of poverty. We remain committed to measurement, evaluation and results.

We also believe that it is not just what services are provided, but how services are provided, that makes a critical difference. We will commit to partnering with providers that embrace the following:

MULTI-GENERATIONAL—FOR ALL AGES AND ALL ABILITIES
Services that address the needs of the whole family, including prenatal, infant, child, youth, parent/caregiver, adult and older adult.

TRAUMA-INFORMED
Environments that promote healing and recovery that build on the resilience within people, and avoid practices and services that may inadvertently re-traumatize individuals.

CONSUMER-DRIVEN
Programs that ensure participants fully contribute to service delivery, as they are the experts on what they need to thrive.

EQUITY AND INCLUSION
United Way of Greater Rochester is committed to equity and inclusion in how we operate and in all of our funding, partnerships and service opportunities. We believe that promoting an inclusive environment leverages the unique contributions of diverse individuals so that we can collectively and effectively create opportunities for a better life for all.

ALIGNMENT WITH RMAPI GUIDING PRINCIPLES
To address the root causes of poverty, United Way joins our partners in the Rochester-Monroe Anti-Poverty Initiative (RMAPI) in implementing the following guiding principles within our community investments: build and support our community, address structural racism, and address trauma.
The United Way Community Impact Fund supports critical programs and addresses complex social change to improve Health, Education and Economic Mobility for people throughout our local community with:

### Impact Grants
- Community investments in local, effective, results-oriented programs that focus on improving Health, Education and Economic Mobility with three-year grants.

### Innovation Grants
- Community investments in immediate and emerging community needs with smaller, short-term grant funding including strategic partnerships, social innovation, neighborhood support, nonprofit connections and affiliations, or crisis response.

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**United Way Impact Areas**

**Health**
- **WHAT** Families and individuals have their basic needs met, safe places to live, and social and emotional connections to positively impact their quality of life.
- **WHY** 80% of a person's health and overall well-being is related to social determinants of health—those life experiences and conditions in which people are born, grow, live, work and age.

**OUTCOMES**
- Basic needs are met
- Positive, sustaining social and emotional connections are built throughout an individual's lifespan
- Individuals and families who have experienced trauma have opportunities to heal

**Education**
- **WHAT** Kids have the support they need to learn, grow and thrive.
- **WHY** Success begins with a well-rounded, quality education. Out of school and summer time are key to hitting positive educational milestones that ultimately lead to greater achievements.

**OUTCOMES**
- Children achieve developmental milestones
- Kids develop strong self-esteem and are empowered to make healthy choices
- Youth successfully transition to young adulthood

**Economic Mobility**
- **WHAT** People have access to the necessary tools and opportunities to increase income, build wealth and improve financial stability.
- **WHY** Families and individuals can thrive with the financial, social, and personal assets to improve their own quality of life.

**OUTCOMES**
- People have opportunities to gain meaningful employment
- People have the skills to maintain meaningful employment
- Individuals and families have improved financial stability

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Our goal is to reduce poverty and improve quality of life throughout our region through impact and innovation.