

Community Impact Ten-Year Goals

United Way of Santa Barbara County (UWSBC) is an independent, community based charity that has dedicated itself to bettering the lives of local people in need since its inception in 1923.

UWSBC has used the past fifteen years to reinvent itself from an organization focused on fundraising and grant making into a multifaceted catalyst for collaboration and grassroots change. Today, UWSBC builds programs, helps fund them and provides direct services to meet the needs of our communities.

UWSBC's local community-driven **Power of Partnership™** 10-year goals help children, families & seniors with a focus on Education, Income/Financial Stability and Health.

Education

- Increase the on-time graduation rates by 50%
- Increase students reading at or above grade level by 50%

Income/Financial Stability:

- Increase by 50% the number of lower income families who are financially stable
- Increase by 30% the number of seniors, and their families who report feeling safer in their homes and neighborhoods

Health:

- Increase by 30% the percentage of youth and adults who receive preventative care and avoid risky behavior
- Increase the percentage of seniors who stay independent and live safely in their homes as long as possible.

Education

1. FUN IN THE SUN - SANTA BARBARA, GOLETA, CARPINTERIA AND SANTA MARIA

A safe, nurturing summer education and enrichment program for 360+ local disadvantaged children annually, focusing on positive character development, scholastic improvement, and parental involvement.

Partners Include: Girls Inc. of Greater SB, Girls Inc. of Carpinteria, Girl Scouts of California Central Coast, All Stars After School Program, American Indian Health & Services, Art From Scrap, Assistance League of SB, Boys & Girls Club of Carpinteria, Cancer Center of SB, California-Hawaii Elks Major Project, Carpinteria School District, Carpinteria Sportfishing Club, City of Carpinteria and City of SB, Parks & Recreation, Community Action Commission, Community Counseling and Education Ctr, Cornelia Moore Dental Fdn, Dancing Drum, Diabetes Resource Ctr, Family Service Agency of SB, FoodBank of SB County, Goleta Union School District, Los Compadres, Montecito Bank & Trust, Paul Mitchell the School, Rein Teen Tours, SB Bass Club, SB Dance Arts, SB Flyfishers, SB Neighborhood Clinics, SB Public Library, SB School District, SB Sportfishing Club, Sempra Energy, UCSB Summer Sessions, United Way of SB County, Wells Fargo Bank...and many more

2. UNITED FOR LITERACY (UFL)

Three new multi-pronged set of services and partnerships designed to improve high school graduation rates:

- **Dolly Parton Imagination Library**
The Imagination Library (DPIL) will provide a brand new, age appropriate book, every month from birth to kindergarten, for every family/child in our County who would like one.

Partners Include: The Dollywood Foundation, United Way of Santa Barbara County, United Way of Northern Santa Barbara County.

- **bornlearning**
Helps improve communication between parents and children. Born Learning provides materials that inspire parents to turn everyday moments into teachable moments.

Partners include: Family Service Agency, First 5 of SB County, local pediatricians, Sansum Clinic, SB County Health Dept., SB Neighborhood Clinics and United Way of SB County.

- **Reading Plus**
Online Silent reading intervention that Improves reading speed, comprehension and vocabulary.

Partners include: United Way of SB County and United Way of Northern Santa Barbara County.

3. HOME PLAY LEARNING KITS:

Provides bilingual home based games to train and stimulate parents & children to prepare for school.

Partners include: Carpinteria School District, First 5 of SB County, Healthy Start, Isla Vista Youth Projects, Main Family Resource Center of Carpinteria, SB School Districts, and United Way of SB County.

4. BUILDING STRENGTHS IN YOUNG PEOPLE

Long-term program focused on increasing the number of “assets” for SB County teens. “Assets” are 40 key traits researched by the Search Institute of Minn. that help teens transition into successful adulthood.

Partners include: Council on Alcoholism & Drug Abuse, La Cumbre Jr High, SB County Education Office, SB High School District, Goleta Valley Jr High, Carpinteria Middle School, SB Jr High, La Colina Jr High, United Way of SB County

5. CHARACTER COUNTS!

Program currently in place in 24 SB County elementary schools, providing curriculum, assemblies, and incentives for improving student behavior through the six pillars of character; trustworthiness, respect, responsibility, fairness, caring, and citizenship.

Partners include: Boys & Girls Club of SB, Rotary Club of SB, School Districts (Carpinteria, Goleta, S.B., Santa Ynez), and United Way of SB County.

6. PRE-KINDERGARTEN INSTITUTES:

Special classes for low-income 5 year-olds to prepare them academically, socially & behaviorally to succeed in kindergarten.

Partners include: Carpinteria School District, Community Action Commission, First 5 of SB County, Goleta Union School District, SB School District, Healthy Start, Isla Vista Youth projects, Main Family Resource Center of Carpinteria, and United Way of SB County.

7. HIPPY:

Home Instruction for Parents of Pre-school Youngsters (HIPPY) provides in home parent training for low income families.

Partners include: Healthy Start, SB School District, and United Way of Santa Barbara County.

8. ‘JEOPARDY’ LEARNING GAMES

‘Jeopardy-like’ electronic learning devices designed and constructed by United Way volunteers to stimulate classroom learning.

Partners include: Dos Pueblos High School, La Cumbre Jr High School, SB County Education Office, SB School District and United Way of SB County.

9. PROJECT LEARN/A-OK

After-school tutoring and homework assistance for low income children.

Partners include: Girls Inc. of Greater SB, Hollister Elementary School, Santa Barbara School Districts, United Way of Santa Barbara County.

Income/Financial Stability

1. AFFORDABLE HOUSING

Partnership to increase the number of affordable housing units in Santa Barbara County.

Partners include: Catholic Charities, Coastal Housing Partnership, Housing Trust Fund of SB County, St. Vincent's, and United Way of Santa Barbara County.

2. COMMUNITY EVICTION ASSISTANCE PROGRAM

Partnership to provide rental assistance services to those are evicted through no fault of their own.

Partners include: Catholic Charities, University of California Santa Barbara, and United Way of SBC.

3. FINANCIAL STABILITY INITIATIVE

- **VITA:** Volunteer Income Tax Assistance program trains and utilizes volunteers to help low income families file taxes and collect benefits where possible.
- **EITC:** Earned income Tax Credit—helps low income families claim credit that frequently goes unused.
- **CTC:** Childcare tax credit and refund for low-income.
- **\$300 SAVINGS ACCOUNT:** Emergency fund for low-income individuals and families.
- **#529 MATCHING PROGRAM:** Savings and matching program specifically for college tuition or text books.
- **FINANCIAL LITERACY:** Financial Training for kids and their parents.

Partners Include: City Housing Authority of Santa Barbara, Dons Net Café, Montecito Bank & Trust, Wells Fargo Bank

4. FAMILY SENIOR CAREGIVER RESPITE PROGRAM

Partnership to leverage more resources and federal dollars for caregiver respite services.

Partners include: Area Agency on Aging, Friendship Senior Day Care Center, United Way of SB County.

5. SENIOR CAREGIVER COALITION OF SBC

Community coalition providing care and services to family caregivers of dependent adults through competent and caring community volunteers.

Partners include: Alzheimer's Association - California Central Coast Chapter, Coast Caregiver Resource Center, Friendship Adult Day Care Center, Independent Living Resource Center, Visiting Nurse and Hospice Care of SB and United Way of SB County.

Health

1. FIRST 5: EARLY CHILDHOOD PROJECTS

Community Grant Fund Collaboration matches United Way dollars with state dollars for 12 county-wide early education projects as well as health insurance for toddlers without any. United Way volunteers serve on County commissions and county reps serve on United Way committees improving the effectiveness and efficiency of public and private dollars.

Partners include: 25 early childhood partners, First 5 of SB County, and United Way of SB County.

2. COVERING CALIFORNIA'S CHILDREN

Collaboration of 17 United Way organizations throughout California to create statewide models of health insurance for children who have no health insurance of any kind.

Partners include: The California Endowment, numerous elected officials, SB and Goleta Chambers of Commerce and a consortium of 17 United Way organizations across California including United Way of SB County.

3. PRESCRIPTION DRUG DISCOUNT PROGRAM

Provides a bilingual prescription discount card to more than 10,000 low/moderate income families, saving over \$3 million per year.

Partners include: SB School District, Bonita School District, Council on Alcoholism & Drug Abuse, Domestic Violence Solutions, First 5 of SB County, Girls Inc. of Carpinteria, Girls Inc. of Greater SB County, Head Start, Healthy Start, Independent Living Resource Center, Isla Vista Youth Projects, SB County Health Dept., SB Family Care Center, SB Neighborhood Clinics, SB Rescue Mission, SYV People Helping People, St Vincent's Institution, Storyteller Children's Center, Transition House, Unity Shoppe Inc., Visiting Nurse & Hospice Care, and United Way of SB County.

4. HEALTHY KIDS S.B. COUNTY

Collaboration to provide health insurance for 4,000 low income Santa Barbara County children who have no health insurance of any kind.

Partners include: CenCal Health, Cottage Health System, County Health Department, County of SB Social Services, First 5 of SB County, Neighborhood Clinics, and United Way of Santa Barbara County.

Better Communities

1. 211

Santa Barbara County, statewide, national integrated referral service and website, available 24/7.

Partners include: Children's Resource & Referral, County of Santa Barbara, Family Service Agency, First 5 of SB County, SB County Education Office, Senior Connection, and United Way of Santa Barbara County.

Better Communities cont'd

2. ONLINE VOLUNTEER MATCHING SYSTEM

Partnership with community agencies and local businesses to create a comprehensive website to match community volunteers with the needs of local charities. www.volunteersbc.org

Partners include: First 5 of Santa Barbara County, the 39 agencies they support, Isla Vista Youth Projects and United Way of Santa Barbara County.

3. POWER OF PARTNERSHIP INITIATIVE

Community-wide initiative to develop a community consensus plan for children, family and seniors for the next 10 years.

Partners include: Dozens of government leaders, elected officials, CEOs, non-profit executives, education leaders, foundation executives, and community volunteers.

4. DAY OF CARING

Community organizations partner to support the largest single-day, volunteering event in the tri-counties. Over 1,200 volunteers will work at 50+ charity sites throughout south SB to achieve \$200,000 worth of results.

Hundreds of Partners include: Community non-profit organizations, local schools, businesses, and super-star sponsors.

5. YOUNG LEADERS SOCIETY

Professional development events, volunteer opportunities and networking for young professionals. Members are community-oriented individuals or couples 40 years of age or younger contributing a combined annual gift of \$300 or more to United Way of Santa Barbara County.

Partners include: United Way of Santa Barbara County

6. ONLINE RESOURCE/SERVICES

www.unitedwaysb.org/onlinedirectories

• **Youth, Educators, and Parents Pages:** Links parents, teachers and students to vital programs and services. Click on YEP

• **Seniors:** Up-to-date reference of services focused on supplying and increasing support for seniors and caregivers. Click on Senior Online Resource Directory

• **Early Childhood:** Comprehensive resource directory for parents of children 0 to 5 years of age. Click on early childhood

Partners include: 211, Area Agency on Aging, Adult & Aging Network, Caregiver Coalition of SB, County of SB Social Services, Family Service Agency, Friendship Senior Center, SB County Education Office, and United Way of Santa Barbara County.



BE A LOCAL HERO

GIVE.

ADVOCATE.

VOLUNTEER.

United Way
of Santa Barbara County



United Way of Santa Barbara County, Inc.
320 E. Gutierrez st. • Santa Barbara, CA • 93101 • 965-8591
unitedwaysb.org • partnershipsbc.org • volunteersbc.org

10-YEAR GOALS

Community Focused Partnerships 2010-2011



Community Focused Partnerships
offered as a result of community
surveys and best practice research

United Way
of Santa Barbara County

