

WHAT YOUR UNITED WAY

IS DOING TO IMPROVE THE QUALITY OF LIFE IN SANTA BARBARA COUNTY

VISION:

In our community, everyone has a hopeful future

Mission:

Right here, right now, with the *Power of Partnership™*, we are improving the lives for children, families, seniors, and you!

CORE VALUES:

1. **Caring:** We are committed to people helping people every day...One generation voluntarily and compassionately paving the way for future generations
2. **Innovative:** Using *Power of Partnership™*, we connect strengths, multiply resources, and create the best ways to make measurable improvements in local lives.
3. **Trustworthy:** We are the finest stewards of donated time, money and ideas.
4. **Leadership:** We initiate, influence, and support desired positive changes in our neighborhood and communities.

OUR GOALS FOR 2010 - 2020

1. Increase family financial stability.
2. Ensure children have access to health insurance.
3. Increase capacity of organizations to better integrate partner services for low income children, families and seniors.
4. Increase on-time high school graduation and reading rates.
5. Help students successfully transition from middle school to high school.
6. Promote parent, school and community partnerships that improve student performance.
7. Increase access to and successful completion of college prep courses.
8. Link job training to job industries with career ladders.
9. Improve literacy and basic skills levels in current, future and retired workforce.
10. Facilitate greater access to existing income supports, financial literacy and asset– building strategies.