

PREPARING COMMUNITIES FOR SUCCESS



"Building stronger communities by providing people with opportunities to improve their lives."

Program Strategies

by bringing communities together to improve literacy & workforce development

Workforce and Literacy Initiative

WALI – galvanizing the region around 5 SMART goals and strategies that prepare a highly qualified and literate workforce

Power Readers

Focus on "seizing the middle ground" to improve silent reading fluency – more than 70% of Power Readers reach proficiency

by addressing grade level reading

by addressing kinder-readiness

Imagination Library

Over 40,000 age appropriate books delivered to 1,000+ preschoolers/families

Volunteer
Income Tax Assistance
MyFreeTaxes.org
BenefitKitchen.com
serving more than
2,000 low-income residents
annually

by improving financial stability/literacy

by addressing veterans and homelessness needs

AmeriCorps

...1,454 individuals are living on our streets, in emergency shelters or transitional housing facilities...

\$1 MILLION+
over 30 partners re-distribute clothing and household products to more than
15,000 people in need

through product philanthropy

Workforce Campaigns

\$250,000 annually through workplace campaigns...
Best Buy to Walmart

through fundraising for local non-profits

Learn more at www.LiveUnitedSBC.org



Northern Santa Barbara County

www.LiveUnitedsbc.org
www.JustGive10.com



Why do local community investors and national funders support the Northern Santa Barbara County United Way? While some people are only aware of our support for education/literacy programs, we do so much more. Last year we:

- Raised more than a quarter of a million \$ for other nonprofit organizations through our network of workplace campaigns.
- Served more than 2,100 families with our My Free Taxes Financial Stability Partnership, providing many with opportunities to improve their lives.
- Distributed more than \$1.5 million worth of clothing and household products to help more than 15,000 people in need
- Enrolled 500 preschoolers to receive a brand-new age-appropriate book every month through the Imagination Library. More than 40,000 books have been distributed to nearly 1,000 preschoolers who have graduated the program already.
- Provided fiscal and administrative support for the Central Coast Coalition on Homelessness (C3H) to coordinate services countywide, and this year we will expand that initiative with an AmeriCorps program bringing it up to 50 AmeriCorps members to serve in support of veterans and homelessness needs.
- Developed the partnership which organized the Workforce And Literacy Initiative (WALI) to "galvanize the region around 5 SMART goals and strategies that prepare a highly qualified and literate workforce".

Perhaps the reason the community hears so much about our literacy effort is because it is our main focus. We strongly believe that low basic literacy skills have a negative impact on almost every other aspect of life in our community; financial literacy, health literacy, cultural understanding, community involvement and more. What we've done is identify a serious situation in the community that needs to be addressed and set a vision. We developed a program that's been proven to work, and brought together a group of people who are dedicated to seeing the vision fulfilled.

Going forward we will continue to take the program to scale and report to the community.

