



United Way of
Greater Union County

United Way Focus Areas and Indicators

Impact Area	Focus Area	United Way Indicator	Goal
Education	Early Childhood Education (choose at least one)	A. Percent of pre-K to 5 year olds with 3 or 4 (of) readiness skills. The specific cognitive/literacy skills assessed are the ability to: 1). Recognize letters; 2). Count to 20 or higher; 3). Write their names; and 4). Read or pretend to read	Children achieve growth and developmental milestones and arrive at school ready to learn
		B. Percent of teachers successfully completed a research-based professional development program to improve the quality of classroom instruction	
Education	School-Age Children (K-12) (choose at least one)	A. Percentage of participants in 3rd, 4th, 5th, 8th or HS who test proficient or advanced in standardized tests (NJ ASK, HSPA).	Children are reading at grade level and are academically prepared to succeed in later grades/higher education.
		B. Percent of participants who demonstrate increased attendance	
		C. Percent of participants who graduated on time	
Education`	Life Skills	Percent of participants who demonstrate increased involvement in positive activities (e.g. civic engagement, career development)	Youth and young adults have the resources and skills for work and life.

For questions and/or more information please contact:

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908.353.7171



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Income	Housing (choose at least one)	A. Number of Shelter Beds (or Affordable Housing Units) Maintained/Created	Families and individuals are living in stable households.
		B. Percent of program participants transitioned into stable* housing *remained in the home (defined as rental house or apartment, public housing, Section 8 housing, homeownership) at least 45 days after receiving assistance	
Income	Employment Education/Training (choose at least one)	A. Percent of participants that graduate from program who obtain employment	Individuals are economically self-sufficient.
		B. Percent of participants who obtain their GED, Vocational or Technical Certificate.	
Income	Financial Literacy (choose at least one)	A. Number of participants who open/maintain a bank account	People increase savings and financial assets
		B. Percent of eligible participants who file for EITC	
		C. Percent of participants who demonstrate better financial management skills (e.g. saving, budgeting, etc.)	
Health	Obesity (choose at least one)	A. Percent of participants (child/parents) who improved their daily diet	Individuals improve and maintain their physical health.

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		B. Percent of participants (child/parents) who initiated an exercise routine or increased their exercise routine.	
Health	Prevention Education (choose at least one)	Percent of participants who demonstrate increased knowledge in value of avoiding risky behavior (e.g. unprotected sex, gang involvement, substance abuse)	Individuals, especially teens, are leading healthy, productive lives by avoiding risky behaviors.
Health	Maternal Health	<p>A. Percentage of participants attended to by skilled health personnel* during first trimester of pregnancy.</p> <p><i>*Skilled health personnel refer to doctors (specialist or non-specialist) and/or persons with midwifery skills who can manage normal deliveries and diagnose or refer obstetrics complications.</i></p> <p>B. Percentage of participants who demonstrate healthy behaviors (e.g. improved diet, prenatal care, reduction in use of cigarettes, alcohol and illegal drugs).</p>	Improving pregnancy outcomes by helping women improve prenatal health.
Health	Health Insurance Access	Percent of eligible participants newly enrolled in government sponsored insurance plans (e.g. Medicare/Medicaid, NJ Familycare).	Individuals have access to health insurance to improve their health and well-being.
Family Strengthening	Access and Affordability of Services (choose at least one)	A. Number of individuals who do not qualify for any type of government assistance that receive services and pay limited fees.	Individuals and families have the resources and support to be productive and healthy.

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		B. Percent of eligible program participants enrolled and accessing government benefits	
Family Strengthening	Parental Involvement	Percent of participating parents/guardians who demonstrate increased involvement with their children in school and/or non-school related activities.	Parents/guardians are actively involved with their children in the school, in the community and in non-school related activities.
Family Strengthening	Parenting/Parental Education	Percent of participating parents/guardians that demonstrate the knowledge, skills and behaviors of effective parenting (e.g. improved parenting competence and parenting efficacy; improved home environment; increase in supportive and positive parenting)	Parents and caregivers have the resources and skills to successfully support the children and youth in their care.
Family Strengthening	Family Enrichment	Percent of participating families that demonstrate improved relations between parents/guardians and their children	Families are strengthened through improved relationships between parents/guardians and their children.

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