

Lori Welch, Maria Cataldo,
Paula Perna, and Lindsey Mott
November 5, 2021
9:15 am to 10:15 am

Partnering for a Purpose 2021

**LOOKING BACK
AND MOVING
FORWARD**



United Way
of Broome County



Partnering for a Purpose

LEARN. GROW. CONNECT. VIRTUALLY!

November 4 & 5, 2021



AGENDA

- Community Commitment Overview
- Volunteer HQ: Day of Action & Day of Caring
- 2021-2022 Community Campaign
- 211
- United We Stand Fund
- Equity & Inclusion Statement
- Strategic Community Priorities Grant RFP Review
- Healthy Lifestyles Coalition
- 2022-2023 Grants Timeline
- Results-Based Accountability Framework

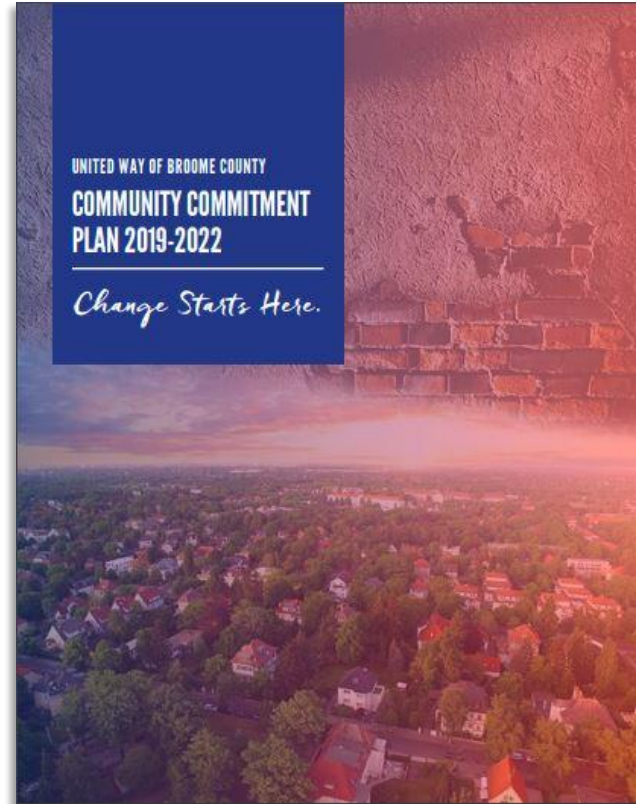


UNITED WAY OF BROOME COUNTY



COMMUNITY COMMITMENT PLAN

The **2019-2022 Community Commitment Plan** was created following our most recent Community Café Series. In it, we outline how we will achieve our mission and vision for Broome County by strategically leveraging the collective resources of community partners.





COMMUNITY COMMITMENT PLAN

REVITALIZE COLLABORATION

We will take action to encourage ourselves and our partners to find new and innovative ways of creating impact through enhanced funding opportunities.

INSPIRE GIVING

We will focus on ensuring the sustainable growth of fund development, impactful community projects and programs, and volunteer and engagement resources.

UNIFY EFFORTS + RESOURCES

We will build our capacity to connect individuals with community data, collaborate to provide training and development needs, and commit to a culture of diversity.



BROOME COUNTY VOLUNTEER HQ



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- Over **50 agencies** onboarded since the launch in early 2021
- Utilized for both Day of Action and Day of Caring in 2021
 - **480 individuals** volunteered **1,665 hours** of time across both events, **valued at over \$55,000**

Aids with volunteer recruitment for both short-term and long-term opportunities, volunteer management tools, and event promotion.



QUESTIONS? Contact astack@uwbroome.org



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2021-2022 COMMUNITY CAMPAIGN



IN BROOME COUNTY, ~~ONE IN FOUR KIDS STRUGGLE TO EASILY ACCESS NUTRITIOUS FOOD THEY NEED TO GROW AND THRIVE. ALL THROUGHOUT OUR COMMUNITY, OVER FIFTY PERCENT OF CHILDREN ARE NOT PREPARED FOR KINDERGARTEN. HIGH SCHOOL DIPLOMAS HAVE NO POWER, AND STUDENTS DON'T HAVE CLEAR GOALS FOR THEIR POST GRADUATE LIVES. BROOME COUNTY IS NOT A COMMUNITY THAT ALLOWS EVERYONE AN OPPORTUNITY TO SUCCEED, AND A CYCLE OF POVERTY HAS BEEN IN PLACE FOR DECADES AND WILL NEVER BE~~ **BROKEN.**

WE CAN CHANGE THE STORY.



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211 SUSQUEHANNA RIVER REGION



211 continues to play a vital role in our community...

Since March 2020,
90,000 individuals were
connected with
community resources...

COVID testing and
vaccination
appointments.

Scheduling over
8,000 VITA
appointments.

Our work
continues...
dial 211 24/7
or text your
zip code to
898211
weekdays
from 8 am to
4 pm to get
started.

Distribution of over
12,000 masks.

ERAP

Over 5,000
Thanksgiving basket
sign-ups



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UNITED WE STAND



In April 2021, we launched the United We Stand fund to rapidly deploy flexible resources to non-profit agencies and other charitable organizations in Broome County that are addressing the critical needs of those impacted by the COVID-19 pandemic.

Since April 2021, the fund as supported **33 programs/projects across 29 organizations**. Investments made through the fund have impacted lives across Broome County, including:

- **Seniors**
- **ALICE families**
- **Preschool children**
- **Youth**
- **Individuals with substance use disorders**
- **People with disabilities**



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OUR EQUITY AND INCLUSION STATEMENT



At United Way of Broome County, equity and inclusion inform every aspect of our work...

We will continue to leverage and build upon the resources, talents, strengths, and opportunities available in our community. We commit to aligning our culture and business practices to be a beacon of equity, inclusion, and belonging for all people.

...No one organization or individual can do this alone.

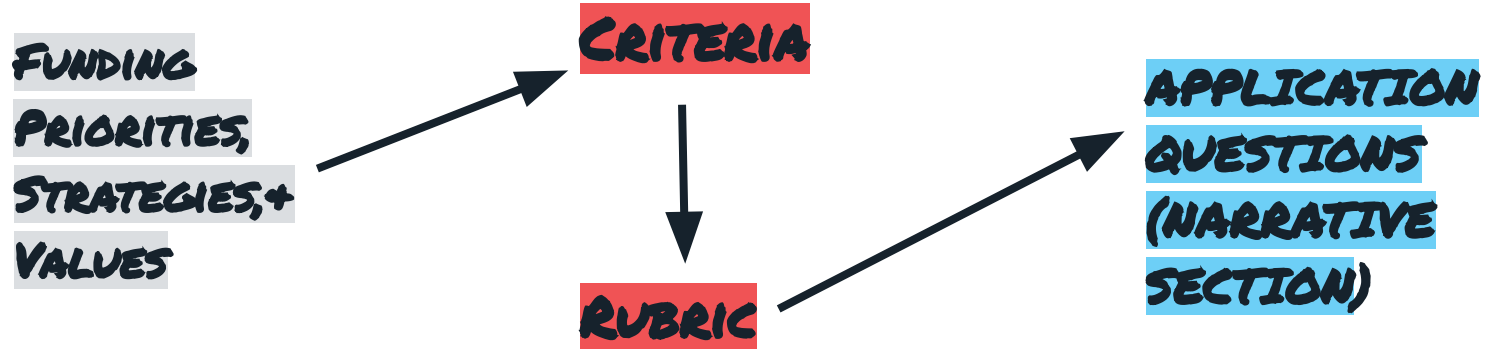


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REQUEST FOR PROPOSALS REVIEW



From August through October, a committee of staff and volunteer impact council members reviewed the Strategic Community Priorities Grant Request for Proposals.



OBJECTIVES ACHIEVED



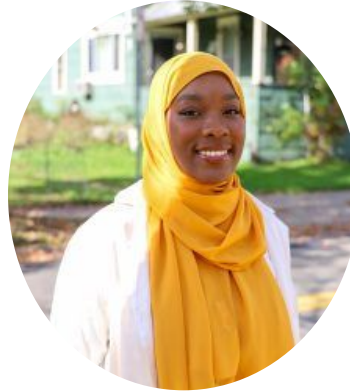
- Integrated equity considerations as recommended in United Way Worldwide's Equity Framework
- Improved the clarity of the rubric and alignment with the mission, vision, and values of United Way of Broome County
- Created balance between the competing interests of leverage, specificity, feasibility, and values
- Increased the relevance of the questions in the narrative section to streamline the decision making process



MEET OUR STAFF!



Laura Lacasse
Health Initiatives Manager



Nurjehan Rasheed
Community Engagement Specialist &
Cultural Diversity Coordinator



Sean O'Malley
Fresh Cycles Specialist



HEALTHY LIFESTYLES COALITION HIGHLIGHTS



- December to Remember Initiative
- Center reopened to the public in June 2021
- Ongoing programming:
 - **Nutrition Education**
 - **Cooking Classes**
 - **Community Cafes**
 - **Fresh Cycles**
 - **Out-of-School Enrichment**
- Boo! At Barta
- Upcoming events: Healthy Living Fair, December to Remember 2021



GRANT OPPORTUNITIES

STRATEGIC COMMUNITY PRIORITY GRANTS

November 1

**Request for
Proposals (RFP)**
released.

November 16

**Information
Session** at 1 pm.
United Way staff
will walk through
the RFP and
answer questions
from attendees.

November 19

Letters of Intent
(LOIs) due at 3 pm.

December 9

**Virtual Office
Hours** with United
Way staff. Please
register
beforehand using
the link included in
the RFP.

January 21

Applications due
at 3 pm.



GRANT OPPORTUNITIES

CAPACITY BUILDING GRANTS

The Request for Proposals (RFP) for the 2022-2023 Capacity

Building Grant Program will release in **late January 2022.**



RESULTS-BASED ACCOUNTABILITY



RBA is a disciplined way of thinking and taking action used by communities to improve the lives of children, families and the community as a whole.

The RBA framework...

- Helps groups to surface and challenge assumptions that can be barriers to innovation;
- Builds collaboration and consensus;
- Uses data and transparency to ensure accountability for both the well being of children, families and communities and the performance of programs; and
- Generates data that demonstrates the widespread impact of collective work.

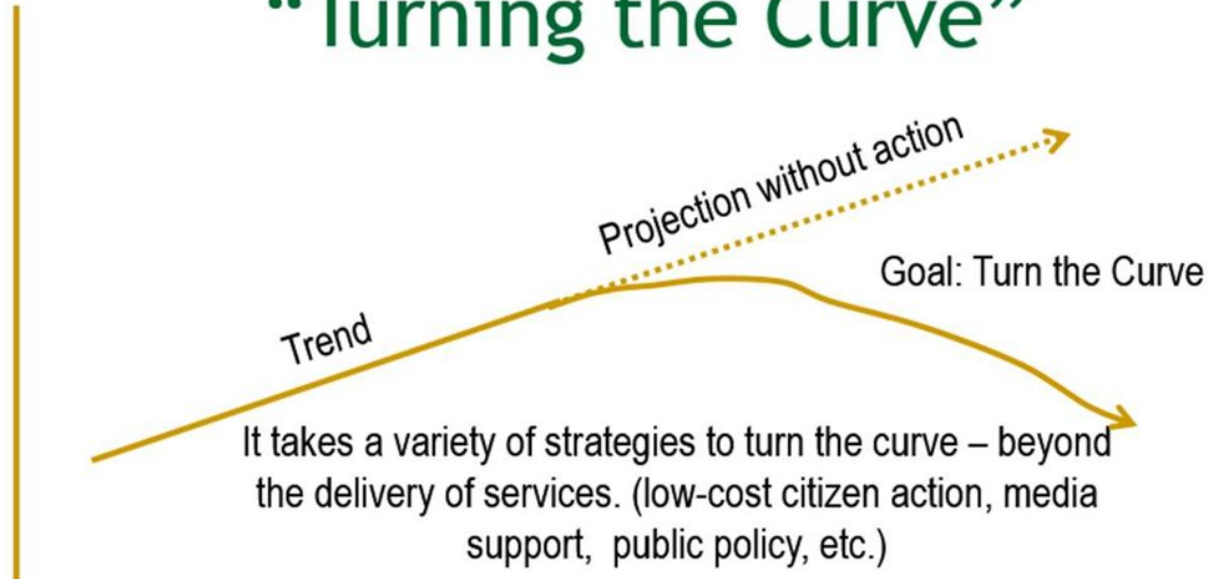


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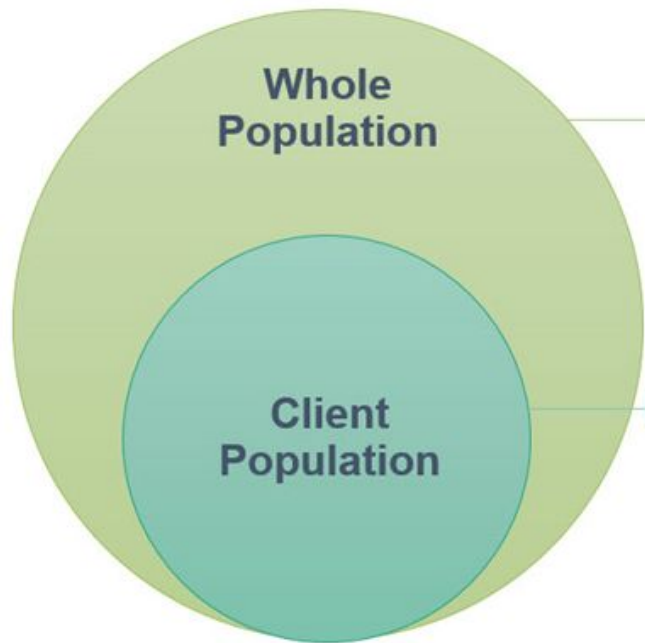
RESULTS-BASED ACCOUNTABILITY



Results-Based Accountability - “Turning the Curve”



RESULTS-BASED ACCOUNTABILITY



Population Accountability

The well-being of **Whole Populations**
Communities, Cities, Counties,
States, Nations



Performance Accountability

The well-being of **Client Populations**
Programs, Organizations, Agencies,
Service Systems



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RESULTS-BASED ACCOUNTABILITY



What is the “end”?

How are we doing?

What is the story behind the curve of the baseline (root causes)?

Who are the partners who have a role to play in turning the curve?

What works to turn the curve?

What do we propose to do to turn the curve?



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THANK YOU!
QUESTIONS?



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