

United Way completed a planning process in 2014. We listened to community input to develop goals and define our direction. This course outlined below enables us to fulfill our promise to create lasting community change.



United Way of Marathon County
UnitedWayMC.org



UNITED WAY'S VISION: ASPIRATION FOR OUR FUTURE

Marathon County is a safe and caring community where everyone achieves success in school, is financially secure and has good health.

COMMUNITY
IMPACT GOALS

EDUCATION

Marathon County young adults are either in school or working at, or toward, a living wage job by age 25

- Improve kindergarten readiness & 3rd grade reading scores
- Improve academic performance and career readiness
- ↑ Access to quality childcare
- ↑ Parenting skills
- ↑ Adult mentors for youth
- ↑ Healthy behaviors
- ↑ Soft skills and employability

INCOME

Families living at or below 200% of poverty improve their financial stability

- Decrease demand for basic needs assistance
- Provide emergency assistance
- ↑ Job placement
- ↑ Mentors and case management
- ↑ Budgeting skills
- ↑ Soft skills and employability
- ↑ Access to food and shelter

HEALTH

Youth and adults are healthy and avoid risky behaviors

- Reduce drug and alcohol abuse
- Decrease relationship violence
- Improve mental health
- ↑ Understanding of the health risks of alcohol and other drugs
- ↑ Education about the consequences of abuse
- ↑ Healthy relationship skills and community awareness
- ↑ Access to mental health services

5 FOUNDATIONAL
ROLES FOR IMPACT

EVALUATOR OF COMMUNITY NEEDS

With community, collect and analyze data and input to collectively set priorities and monitor results (LIFE report)

CONVENER OF COMMUNITY

Provide support to coalitions that bring organizations together to work on common goals

INVESTOR IN IMPACT

Invest in proven local agency programs on our Road Map for Change and in strategies that are collaborative, innovative and that get results

CAPACITY BUILDER

Mobilize volunteers and implement initiatives that provide coordination and support to the community, partners and their clients or coalitions

CONNECTOR OF PEOPLE TO RESOURCES TO GET AND GIVE HELP

Connect people to services through 2-1-1 and to volunteer opportunities through Volunteer Connection & RSVP

UNITED WAY'S MISSION: WHY WE EXIST

Unite people and organizations in Marathon County to build a stronger community and strategically invest in education, income and health priorities to improve lives now and into the future.

For a complete, detailed report, please contact United Way.

