United Way of Greater Atlanta’s vision for South Fulton County is to support a community where every child and family, regardless of zip code can reach their greatest potential.
WE ARE IMPACTING SOUTH FULTON

United Way of Greater Atlanta and its partners continue to work together to transform communities throughout South Fulton. Re:imagine/ATL is a year-round program that leads underserved high school students by encouraging them to move the needle on social issues in their communities through jobs in digital media and film. They are cultivating a new generation of skilled storytellers by mentoring them to identify an area of discontent with instruction on how to execute proposed solutions. The core components of the program are exposure to technologies, training in technical and soft skills along with a connection to a network of support and mentorship. Their goal is to establish a film and digital media workforce that equitably represents Greater Atlanta.

Re:imagine/ATL is a phenomenal United Way of Greater Atlanta partner positively affecting one of South Fulton’s main priorities of workforce readiness. This is a timely program as it helps young people connect to the high demand pathway to film and television, a strategic industry for the South Fulton Region.

WE ARE ALIGNING AND STRENGTHENING OUR EFFORTS IN SOUTH FULTON

United Way in South Fulton has aligned priorities based on the Child Well-Being measures to address the county’s most pressing issues. The focus for South Fulton is to ensure all children are high school and college career ready, that individuals and families have access to affordable housing and shifting a large population without financial stability to become more stable.

South Fulton County’s Child Well-Being score, which is based on the Child Well-Being Index, is 42.7. This is worse than the region’s 13-county average of 61.8. The county score highlights the extreme need from community to community and across zip codes with the lowest-scoring zip code rating 23.7 and the highest 56.0. The prospects for a child growing up in the 23.7 zip code vs. the 56.0 zip code will be different. Different from the child’s health to the child’s future earnings over their lifespan.

THE CHILD WELL-BEING INDEX DRIVES THE FRAMEWORK, TOOLS AND PARTNERSHIPS TO MEASURE THE WELL-BEING OF CHILDREN, FAMILIES AND COMMUNITIES ACROSS UNITED WAY OF GREATER ATLANTA’S 13-COUNTY REGION.
WE ARE HERE WITH PARTNERS

United Way of Greater Atlanta in South Fulton County understands to make real community change no one can do it alone. That is why we work together with school systems, businesses, nonprofit organizations, government, volunteers, donors and more to create a thriving South Fulton County for all. Through conversations along with action, United Way in South Fulton County continues to increase collaborative efforts and align the priorities of the county with partnerships, programs and initiatives.

In South Fulton County, we are partnering with the **Aerotropolis Atlanta Alliance, Aerotropolis Atlanta CID, ATL Airport Chamber of Commerce, Fulton County Public Schools, Goodwill of North Georgia, Zion Hill Community Development Corporation** and others. United Way in South Fulton financially invests in more than 100 nonprofit organizations. These partner organizations provide programs, services and assistance to individuals and South Fulton residents who are referred to their organization through the United Way of Greater Atlanta 2-1-1 resource center.

PARTNER SPOTLIGHT

Partnering with **Zion Hill Community Development Corporation**, United Way in South Fulton brought together housing authorities, other CDCs, housing and business organizations for a conversation on affordable housing in South Fulton. Affordable housing is a critical need for this community and the forum was held to raise awareness, educate stakeholders and begin to think about how the community can address the issue. The result was the beginning of a conversation across municipalities about a crisis of housing resources that is negatively impacting many other social issues in South Fulton.

COLLABORATIVE WORKS AT A GLANCE

**New Neighborhood Initiative** is a holistic approach to helping families achieve goals and build networks. The focus is on apartment complexes as hubs that work with families to achieve goals, engage with neighbors and give back to the community. This initiative addresses food insecurity, early learning, literacy support, jobs and financial coaching and civic engagement.

**Community Building Institute** is a component of the New Neighborhood Initiative. It is a series in which participants build connections with others in their neighborhoods and form small groups to create improvement projects that address community challenges. Participants are given classes and provided opportunities to practice the skills needed to complete projects along with access to coaching support.

**SPARK Prize™** is a bi-annual program to seek out, recognize and fund innovative solutions to South Fulton’s most pressing issues. The inaugural event in South Fulton received dozens of video applications and culminated with a $15,000 top-prize winner.

**YouthWorks Initiative** – United Way’s youth employment strategy gives young people, ages 15-24 opportunities to develop work readiness skills and gain valuable work experience. The comprehensive model consists of:

- Educational Pathways that include competency-building skills development and academic attainment;
- Employment Pathways focused on technical skills training and work experience;
- Social and Other Support Services to address the barriers faced by youth; and
- Connection to Employers for career exposure and employment opportunities.

More than 20 nonprofit partners in South Fulton participate in the initiative and South Fulton YouthWorks Partner Network meetings. Also involved in the initiative are the **Goodwill of North Georgia’s YES Program** at Banneker High School, **Boys & Girls Clubs of Metro Atlanta’s** newly created Career Bound program at Draper Clubhouse and funding for **Atlanta Technical College** and **Metropolitan College** to provide support services to students in need.
WE ARE HERE IN SOUTH FULTON

South Fulton Advisory Board
Patricia C. Williams, Chair

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