We Are Here in COBB COUNTY

United Way of Greater Atlanta is working in Cobb County to create a community where every child and family can reach their greatest potential.

Through United Way of Greater Atlanta’s Child Well-Being Agenda, we are working to ensure the children, along with the families of Cobb County have the opportunity to live a healthy life, acquire the education and the skills they need to earn a good living and have a roof over their heads.
WE ARE IMPACTING COBB COUNTY

United Way of Greater Atlanta believes that when children thrive, communities can thrive. In the 21st century taking care of children, protecting them and ensuring their safety can look very different than it did 20 years ago. According to FBI testimony “the average age of a child first used in prostitution is 11 to 14, with some as young as 9 years of age.” In 2015, the US Department of Education released the report “Human Trafficking in America’s Schools”, in which they acknowledge that recruitment of sex trafficking victims happens in schools. Atlanta ranks among the top US cities for human sex trafficking with an estimated 4,000 victims per year.

United Way in Cobb County recently awarded our first ever SPARK Competition grand prize to Rescuing Hope for their project, No Longer Hidden. Rescuing hope is a Marietta based non-profit that enlightens, educates and empowers people in the fight against human sex trafficking. No Longer Hidden is a web-based, interactive curriculum designed to educate students in middle school around the dangers of online predators and helps them educate their families and friends so that sex traffickers no longer have an ample supply of young, vulnerable victims. No Longer Hidden aligns with United Way’s Child Well-Being Agenda under the strategy of providing healthy and safe environments for children and families. Because No Longer Hidden is a fully-digital program, there are no geographic limitations to the impact it can have.

WE ARE STRENGTHENING OUR EFFORTS

United Way of Greater Atlanta in Cobb County continues to transform Cobb communities and working to do even more for the future. We have aligned priorities to address Cobb’s most pressing issues of families experiencing financial instability and children living in poverty.

Cobb County’s Child Well-Being score, which is based on the Child Well-Being Index’s data driven approach is 69.6. While Cobb scores higher than the region’s 13-county average of 61.8, there remains extreme disparities among Cobb county zip codes, with the lowest-scoring zip code rating 10.7 and the highest 89.3. The rating gap between the 10.7 vs 89.3 zip code predicts vast differences in the life of a child, from the well-being of the child’s health to the child’s future earnings to lifespan. Cobb County has several programs and initiatives to address the concerns. Brighter Future is a place-based approach targeting priority zip codes which include 30008, 30060, and 30069. Our multi-generational methodology embraces innovation and accelerates success. Collaboration and partnership are key. Learn more about your zip code by exploring United Way’s interactive maps to see how the children in your neighborhood are doing. Visit www.unitedwayatlanta.org/child-well-being-map/

*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 OUR PARTNERS

United Way and our local partners work together to drive sustainable positive change. Through our collective efforts we better understand the needs of the Cobb County community and can encourage action to ensure our children and families thrive. No one can do it alone.

United Way in Cobb County partnered with the Cobb Collaborative and the Cobb Community Foundation to take a closer look at the challenges and resources throughout Cobb communities. Our goal is to bring leaders together to encourage dialogue and tackle our most pressing issues in a unified and strategic way.

United Way in Cobb County and our partners took the first step with a Community Impact Summit with more than 60 nonprofit organizations coming together to discuss the Child Well Being measures in Cobb and bring awareness to some our most pressing issues. This was the first step in a series of conversations that will take place, aimed to create and continue collaborative work throughout Cobb County.

All three agencies are committed to continuing to work together to move these collaborations forward with the goal of creating long-lasting, meaningful solutions in Cobb County.

PARTNER SPOTLIGHT

United Way of Greater Atlanta in Cobb County would like to acknowledge and thank our partners in Cobb County. Cobb County School District, Walton Communities, Cobb County Chamber of Commerce, Sweetwater Mission, Center for Family Resources, YELLS, Communities in Schools in Cobb and Marietta, Marietta City Schools, LiveSafe Resources, MUST Ministries, The Extension, CCYA, Good Samaritan Health Center of Cobb, Girls Inc., Ser Familia and Kidz2Leaders.

Kids Home Initiative is a comprehensive solution to end homelessness by assisting school-aged children and their families to find secure and stable housing, allowing them to stay in their school of origin. This program brings together over 20 collaborative partners in the areas of health, education, income, housing services, and basic needs to serve families with appropriate support and wraparound services.

Healthy Communities is a grant opportunity offered through United Way, as part of a partnership with Kaiser Permanente. It supports programs that demonstrate long-term improved health outcomes, increased coordination of services within a community and interventions that build the capacity of services in high need areas for vulnerable populations.

Gifts In-Kind Truck is a unique shopping experience provided by United Way of Greater Atlanta to the nonprofit community. Four times a year, registered 501(c)3 nonprofit agencies in Cobb County can collect items donated from various companies and partners. To be invited to our next Gifts In-Kind Truck distribution event please contact our office.

VITA is our Volunteer Income Tax Assistance (VITA) program. This incredible program offers working individuals and families FREE tax preparation for households with an income of $55,000 or less. This tax service is prepared in-person by IRS trained and certified volunteers.
HELPING YOU SERVE

Volunteering your time to serve Cobb County communities can make all the difference. Our corporate partners and individuals often roll up their sleeves to network and give back by getting involved and we can help with:

Large-scale Cobb County volunteer events that engage corporate teams and citizens.

Year-round local group volunteer projects onsite or at partner organizations.

To Give, Advocate and Volunteer in Cobb County, please contact us
cobb@unitedwayatlanta.org
770.428.8344

WE ARE HERE IN COBB COUNTY

Advisory Board - Our local advisory board members play a critical role in helping to guide the work of United Way of Greater Atlanta in Cobb County. The board is comprised of leaders who work and live in our community and they are tasked with important decisions regarding our local action and community results.

Cobb County Advisory Board
Bill Wallace, Chair

Contact Us - United Way of Greater Atlanta in Cobb County Staff
Nicole Lawson, Regional Director
nlawson@unitedwayatlanta.org
Veronda Williams, County Engagement Director
vwilliams@unitedwayatlanta.org
Biance Ash, Regional Coordinator
bash@unitedwayatlanta.org

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