Focused on Child Well-Being in Clayton

When we launched the Child Well-Being Movement in 2017, almost 500,000 children were growing up in communities with low Child Well-Being Scores - without sufficient opportunities, resources and social supports to reach their full potential. More than 65,000 of those children are growing up in Clayton County.

Our Goal

To raise the overall Child Well-Being Score across Greater Atlanta’s 13-county region, improving the lives of more than 250,000 children by 2027.

Our Strategy

We engaged a robust data analytics team to develop predictive tools and identify where our investments could have the biggest impact. We identified the measures that would be key to improving the overall Child Well-Being Score.
Brighter Future is a place-based investment priority aligned with our child well-being efforts that directly addresses regional disparities and focuses on improving conditions in a select set of neighborhoods with low Child Well-Being Scores.

Brighter Future envisions that all Greater Atlanta communities are self-determining, equitably resourced, and both resilient and imaginative.

Strategies
We are investing in five strategies that offer the highest potential to close the gap in regional disparities and improve overall child well-being.

How Brighter Future Affects Our Workforce
Children growing up in communities with a Child Well-Being Score less than 55 are not on a pathway to contribute to the economic success of our region. An increased investment in place-based solutions that reinvigorates the most challenged neighborhoods will greatly improve the region’s prospects for continued economic growth.

In Clayton County:

32% students move during the school year, disrupting learning for the student and the classroom.

1 in 4 third graders are strong readers. This is 20 points lower than the state coverage.

56% of families wouldn’t be able to cover a $400 emergency.
United Way is not tackling this issue alone. Government, corporate and philanthropic resources can make more strategic and effective investments when they work together. This priority leverages other United Way investments in education, income, health and housing and adds an intentional focus on strengthening grassroots organizations, and changing systems to create a brighter future for children in Greater Atlanta.

Taking a place-based approach means that we look through the lens of residents first and examine the entire ecosystem. Families don’t live their lives in silos. Health issues are connected to whether a family moves. School issues are connected to larger policies about eviction. And so on. So when a group of leaders in Clayton county wanted to take action to improve conditions in their neighborhood, we knew we would have to be adaptive. At each phase we’re learning about what works and we’re using the tough knocks of what doesn’t work to improve for the long run. It’s a learning cycle that fuels leaders and encourages bold authentic partnerships.

Some of the Leaders in Brighter Future: Clayton

Clayton County Government
- Jeffrey E. Turner, Clayton County Commissioner
- Detrick Stanford, Chief Operating Officer (Brighter Futures Leadership Council)

Clayton County Schools
- Dr. Morcease Beasley, Superintendent
- Dr. Ralph Sampson, Deputy Superintendent – School Leadership & Improvement (Brighter Futures Leadership Council)
- Dr. S. Nunez, Deputy Superintendent – Student Services
- Angela Horrison-Collier, Director – Student Services

Clayton County Court
- Wanda Dallas, Chief Magistrate Court Judge
- Colin Slay, Director – Juvenile Court Operations (Brighter Futures Leadership Council)

Resident Leaders
- Will Lewis, Brighter Futures Youth Leadership Council
Focused on Child Well-Being in South DeKalb

When we launched the Child Well-Being Movement in 2017, almost 500,000 children were growing up in communities with low Child Well-Being Scores - without sufficient opportunities, resources and social supports to reach their full potential. More than 20% of those children are growing up in DeKalb County.

Our Goal

To raise the overall Child Well-Being Score across Greater Atlanta’s 13-county region, improving the lives of more than 250,000 children by 2027.

Our Strategy

We engaged a robust data analytics team to develop predictive tools and identify where our investments could have the biggest impact. We identified the measures that would be key to improving the overall Child Well-Being Score.
Brighter Future is a place-based investment priority aligned with our child well-being efforts that directly addresses regional disparities and focuses on improving conditions in a select set of neighborhoods with low Child Well-Being Scores.

Brighter Future envisions that all Greater Atlanta communities are self-determining, equitably resourced, and both resilient and imaginative.

Strategies
We are investing in three strategies that offer the highest potential to close the gap in regional disparities and improve overall child well-being.

STRENGTHEN RESIDENT LEADERSHIP & ENGAGEMENT
Increase leadership development opportunities for individuals, civic groups and community coalitions.

COMMUNITY-DRIVEN INNOVATION
Engage residents and local leaders in the innovation and redesign process of a neighborhood, in order to implement best practices in education, income, education, health, and housing.

COMMUNITY ORGANIZING & CIVIC ENGAGEMENT
Strengthen skills of individuals and groups to participate in civic action, build broader coalitions, and advocate for improvements in their communities, which supports efforts that amplify the voice of residents.

How Brighter Future Affects Our Workforce
Children growing up in communities with a Child Well-Being Score less than 55 are not on a pathway to contribute to the economic success of our region. An increased investment in place-based solutions that reinvigorates the most challenged neighborhoods will greatly improve the region’s prospects for continued economic growth.

In South DeKalb County:
27% students move during the school year, disrupting learning for the student and the classroom.
17% third graders are strong readers. This is 20 points lower than the state coverage.
3 in 4 students graduate from high school; however, only 32% are ready for college and careers.

unitedwayatlanta.org
United Way is not tackling this issue alone. Government, corporate and philanthropic resources can make more strategic and effective investments when they work together. This priority leverages other United Way investments in education, income, health and housing and adds an intentional focus on strengthening grassroots organizations, and changing systems to create a brighter future for children in Greater Atlanta.

The neighborhoods in South DeKalb County have a long history of community activism and leadership. There is great opportunity in this moment to support and enhance the strengths and assets of a diverse set of partners across different sectors toward improving overall child well-being in South DeKalb.

Some of the Partners in Brighter Future: South DeKalb

- ARCHI
- CHRIS 180
- Decatur Cooperative Ministries
- DeKalb County Board of Health
- DeKalb County Human Services
- DeKalb County Public Schools
- Local residents and civic associations
- New Life Church
- Refugee Family Services
- YMCA of Metropolitan Atlanta

View the full list at unitedwayatlanta.org/agency-partners.
MAKING AN IMPACT
Our goal is to make sure Greater Atlanta’s children and their families grow up in thriving communities.

What United Way Uniquely Does

Data Driven Investing
Data guides the work of United Way to assess gaps in services and understand the unique needs of our region as a whole and within each zip code.

Connecting
United Way networks with hundreds of nonprofits, county and local governments, businesses and community leaders, assuring they’re connecting, coordinating, and aligning.

Engagement & Fundraising
We engage businesses, individual donors and volunteers, community leaders, foundations and government to drive investments of time, talent and funds in child well-being.

Using research, data and over 100 years of grantmaking experience, we have identified four investment priorities that offer the highest potential to impact communities with low child well-being and the region overall.

Focused on Child Well-Being in South Fulton
When we launched the Child Well-Being Movement in 2017, almost 500,000 children were growing up in communities with low Child Well-Being Scores - without sufficient opportunities, resources and social supports to reach their full potential. More than 65,000 of those children are growing up in South Fulton County.

Our Goal
To raise the overall Child Well-Being Score across Greater Atlanta’s 13-county region, improving the lives of more than 250,000 children by 2027.

Levels of Child Well-Being

<table>
<thead>
<tr>
<th>Levels of Child Well-Being</th>
<th>Very Low</th>
<th>Average</th>
<th>Very High</th>
</tr>
</thead>
</table>

Our Strategy
We engaged a robust data analytics team to develop predictive tools and identify where our investments could have the biggest impact. We identified the measures that would be key to improving the overall Child Well-Being Score.
Brighter Future is a place-based investment priority aligned with our child well-being efforts that directly addresses regional disparities and focuses on improving conditions in a select set of neighborhoods with low Child Well-Being Scores.

Brighter Future envisions that all Greater Atlanta communities are self-determining, equitably resourced, and both resilient and imaginative.

**Strategies**
We are investing in three strategies that offer the highest potential to close the gap in regional disparities and improve overall child well-being.

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**COMMUNITY ORGANIZING & CIVIC ENGAGEMENT**
Strengthen skills of individuals and groups to participate in civic action, build broader coalitions, and advocate for improvements in their communities, which supports efforts that amplify the voice of residents.

**How Brighter Future Affects Our Workforce**
Children growing up in communities with a Child Well-Being Score less than 55 are not on a pathway to contribute to the economic success of our region. An increased investment in place-based solutions that reinvigorate the most challenged neighborhoods would greatly improve the region’s prospects for continued economic growth.

**In South Fulton County:**

- **32%** students move during the school year, disrupting learning for the student and the classroom.
- **15%** third graders are strong readers. This is 20 points lower than the state coverage.
- **68%** students graduate from high school; however, only 25% are ready for college and careers.
United Way is not tackling this issue alone. Government, corporate and philanthropic resources can make more strategic and effective investments when they work together. This priority leverages other United Way investments in education, income, health and housing and adds an intentional focus on strengthening grassroots organizations, and changing systems to create a brighter future for children in Greater Atlanta.

### Investing In Local Leadership Seeds Lasting Change
As a community architect for over twenty-five years, Mary Wilson is the tapestry in the community working to lift those un-song voices rarely heard. She is a promoter of the Asset Based Community Development model. Engaging people, helping them grow, resulting in positive change, and building their leadership skills and connections, propelling them to achieve their vision.

### Some of the Partners in Brighter Future: South Fulton
- Aerotropolis Atlanta Alliance
- Atlanta Public Schools
- City of Atlanta
- City of College Park
- City of East Point
- College Park Housing Authority
- Fulton County Government
- Fulton County Schools
- Goodwill of North Georgia
- Impact Church
- Local residents and civic associations
- Ubutu

View the full list at unitedwayatlanta.org/agency-partners.