Focused on Child Well-Being

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.

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

- Very Low
- Average
- Very High

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.

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.

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.

Data Driven Investing

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

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.
College and Career Ready is a regional investment priority in our efforts to improve child well-being that creates a clear path for youth to be successful in high school and graduate ready for higher education and high-growth careers.

College and Career Ready strengthens partnerships between schools, nonprofits, businesses, and other systems to ensure all youth have a pathway to economic prosperity.

**Strategies**

We are investing in four strategies that offer the highest potential to improve college and career readiness in communities with low Child Well-Being Scores:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>2021 Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengthen Academic Support</strong></td>
<td>53,730</td>
</tr>
<tr>
<td>Improve academic outcomes by ensuring youth have quality after school and summer experiences that foster academic outcomes, leadership development and planning for future careers.</td>
<td></td>
</tr>
<tr>
<td><strong>Expand Career Pathways</strong></td>
<td>1,452</td>
</tr>
<tr>
<td>Create opportunities for youth to explore careers, build soft skills that employers prefer, and experience work while still in school - all with the goal of opening doors to high growth careers.</td>
<td></td>
</tr>
<tr>
<td><strong>Increase College Planning</strong></td>
<td>1,005</td>
</tr>
<tr>
<td>Provide tools and resources for youth and their families to navigate the complexities of selecting, applying to and funding post-secondary education.</td>
<td></td>
</tr>
<tr>
<td><strong>Secure Housing &amp; Basic Needs</strong></td>
<td>7,136</td>
</tr>
<tr>
<td>Ensure children and their families have the food, shelter, transportation and technology that are fundamental to achieving educational outcomes, healthy lives and reaching economic stability.</td>
<td></td>
</tr>
</tbody>
</table>

**Our Goal**

10%

This means expanding economic opportunities for 15,000 youth from communities with low Child Well-Being Scores across the region.

$16 Billion

**College and Career Readiness Affects Our Workforce**

Under-skilled youth cost businesses, colleges and themselves as much as $16 billion annually in lost productivity, lost income and remedial expenses.
United Way is not tackling this issue alone. Government, corporate and philanthropic resources can make more strategic and effective investments when they work together.

United Way is not tackling this issue alone. Government, corporate and philanthropic resources can make more strategic and effective investments when they work together.

Your dollars allow us to leverage this power to make a bigger, lasting impact.

Current investments in College and Career Ready total more than $9.2M annually. In order to reach our goal, we need to be investing $14M a year.

"Parents and students are intimidated by the college financial aid process. Our goal is to level the playing field. We sit down with parents and students and we walk them through the questions. We help them see what they CAN do, what’s possible."

Janika Floyd, a Title-1 Liaison for Tri-Cities High School.

Some of the Partners in College and Career Ready

- Big Brothers Big Sisters of Metro Atlanta
- Boy Scouts Northeast Georgia Council
- Boys and Girls Clubs of Metro Atlanta
- College Advising Corp
- Communities In Schools of Atlanta
- Girl Scouts of Greater Atlanta
- Goodwill of North Georgia
- Hearts to Nourish Hope, Inc
- Youth Empowerment Services (YES!)
- Learn4Life
- Raising Expectations
- The Scholarship Academy

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