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.

Levels of Child Well-Being
- Very Low
- Average
- Very High

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.
ECONOMIC STABILITY

Economic Stability is a regional investment priority aligned with our child well-being efforts to improve job skills and addresses other factors like health costs, housing or financial education that will ensure families are able to convert increased income into wealth.

Strategies

We are investing in five strategies that offer the highest potential to improve economic stability and improve overall child well-being across the Greater Atlanta region:

- **SECURE HOUSING & BASIC NEEDS**
  - 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.
  - 14,270 Served

- **CLOSE THE SKILLS GAP**
  - Create easy access to job readiness programs, increase opportunities for hands-on work experience, and provide financial support to secure credentials in high demand careers for low-wage workers and opportunity youth.
  - 2,725 Served

- **ACCESS TO CHILDCARE & AFTERSCHOOL**
  - Increase access to quality early learning and youth enrichment programs that are flexible, affordable and accommodate parents’ work and training schedules.
  - 11,158 Served

- **BUILD WEALTH**
  - Provide supports so that families build financial literacy skills, improve credit scores, access financial products and attain assets that create economic mobility for themselves and the next generation.
  - 14,410 Served

- **MANAGE HEALTH**
  - Provide access to health services so that individuals are better able to manage their health, work consistently and live independently.
  - 3,805 Served

4%

Children who grow up in poverty have a 4 percent chance of moving into the middle class.

**Our Goal**

10%

Improve family financial stability by 10%

74%

74% of hiring managers say that there is a growing gap between the skills needed for jobs of tomorrow and the talent available.

*US Chamber of Commerce 2020 talent report
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 Economic Stability total $2.9M annually. In order to reach our goal, we need to be investing $5.2M a year.

“Well-being in our community is strongly linked to our fellow citizens getting and holding jobs that pay a living wage. When the skills of the workforce are misaligned with the needs of employers, this link is broken. That’s why we’re creating employer-driven partnerships and redesigning the way workers access training.”

John Helton, Atlanta CareerRise

Some of the Partners in Economic Stability

- Atlanta Technical College
- Atlanta Urban League
- Atlanta CareerRise
- Catholic Charities
- Consumer Financial Protection Bureau
- Covenant House
- Gateway
- Georgia Gwinnett College
- Goodwill of North Georgia
- International Rescue Committee
- North Fulton Community Charities
- Salvation Army
- St. Vincent de Paul
- Veterans Empowerment Organization
- Wellspring Living

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