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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.

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.

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.
STRONG LEARNERS

Strong Learners is a regional investment priority aligned with our child well-being efforts to improve educational outcomes for children by addressing the factors beyond school that often get in the way of success, like early learning opportunities, supports outside of school, health and financial stability of families.

Strategies
We are investing in four strategies that offer the highest potential to improve third grade reading in communities with low Child Well-Being Scores:

1. **INCREASE ACCESS TO EARLY LEARNING**
   - Ensure more young children have quality learning experiences at home, at quality early childhood providers, and in the community.
   - 6,612 Served

2. **BUILD READING SKILLS**
   - Expand literacy-focused resources at after school and summer enrichment programs while also engaging more community volunteers as tutors.
   - 26,865 Served

3. **INCREASE HEALTHCARE NAVIGATION**
   - Provide support for families to navigate untreated chronic health conditions, mental health challenges, and other family health issues that get in the way of school attendance.
   - 3,804 Served

4. **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.
   - 7,133 Served

5. **STRENGTHEN FAMILY ENGAGEMENT**
   - Foster the natural leadership that parents have as their children’s first teacher, brain builder, advocate and coach.
   - 7,187 Served

How Strong Learners Affects Our Workforce
When children are not reading by the 3rd grade, it limits their opportunities in school, in work, and in life. They are four times more likely to drop out of high school. If we want an educated, skilled workforce tomorrow and a competitive edge, we must have strong learners today.

Our Goal

Double the percentage of strong learners (from 20% to 40%)

*measured by 3rd grade reading proficiency. One of the key indicators in child well-being index
COMMUNITY OF INVESTORS IN STRONG LEARNERS

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 and donors

County & City Government + State of Georgia + Federal Government

$12M annual investment needed

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

Current investments in Strong Learners total more $8.5M annually.

In order to reach our goal, we need to be investing $12M a year.

“Partnering with United Way has given hundreds of parents and young children like Ian the boost they need when it comes to positive child development and creating a community of strong readers. I’m proud that we are making the kinds of early investments in our children that prepare them for school and that pay off big dividends in the long run.”

Rebecca James, Clayton County Library

Some of the Partners in Strong Learners

• Atlanta Public Schools
• Auditory-Verbal Center
• Clayton County Library System
• DeKalb County Schools
• Families First
• Family Health Centers of Georgia
• Fathers, Inc.
• GEEARS
• Georgia Parent Teacher Association
• Latin American Association
• MUST Ministries
• Our House
• Sheltering Arms
• Southside Medical Center
• YMCA of Metropolitan Atlanta

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