

THE DRIVING FORCE BEHIND UNITED WAY  
**EXISTS IN OUR NAME:**

# UNITED



Since the beginning, [we've united people, resources and passion](#) to address the needs in our community. **United** remains fundamental to our mission. We take on the [huge, complex issues](#) that no single organization can solve alone. Our [strategic know-how](#) and [our unique ability](#) to bring together the right partners and resources mean we lead the collective work to build a vibrant regional community where **all** people realize their full potential.

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## OUR VISION

A vibrant community where all people realize their full potential.

## OUR MISSION

Drive impact by leading shared efforts that engage diverse people, ideas and resources.

# COMMUNITY GOALS



Improve infant mortality rates in families of color and low income families to 6.0 by 2025.

United Way's goal is to improve family and infant health and reduce racial and economic disparities that impact health.

**Our focus:** 1) Physical, mental and behavioral health for families and infants; 2) Awareness, education and engagement.

\*Current infant mortality rate for African American babies: 15.5 (Kalamazoo County), 12.1 (Battle Creek). Current infant mortality rate for low-income families: 9.7 (Kalamazoo County), 12.4 (Battle Creek).



Improve the regional four-year graduation rate to 83% by 2030.

United Way's goal is to improve high school graduation rates and reduce racial and economic disparities in these rates.

**Our focus:** Invest resources strategically in early education to improve graduation rates over time.

\*Current overall graduation rate: 78.5% (Kalamazoo County), 77.5% (Battle Creek). Graduation rate for low-income students: 62% (Kalamazoo County), 70% (Battle Creek). Graduation rate for African-American students: 58% (Kalamazoo County), 71% (Battle Creek).



Put a safety net in place for people to provide critical resources for the homeless.

United Way's goal is to improve ALICE research shows 43% of the households in our region are earning less than the cost of living, which includes 17% that are below the federal poverty line.

**Our focus:** 1) Physical, mental and behavioral health for families and infants; 2) Awareness, education and engagement.

\*Current estimate of food-insecure residents: 38,280 adults, 10,500 children (Kalamazoo County), 19,890 adults, 6,650 children (Calhoun County). Point-in-time homelessness individuals: 730 (Kalamazoo County), 284 (Calhoun County).



Transition 8,500 (6%) of households in the region to economic stability by 2025.

United Way's goal is to ensure economically stable households, available affordable housing, and improve employment for the region.

**Our focus:** 1) Affordable and stable housing; 2) Workforce and income supports for low income and working families.

\*Current poverty rate: 15% (regionwide). Current households in ALICE: 21% (Kalamazoo County), 26% (Calhoun County). Combined ALICE/poverty rate by city: 59% (Kalamazoo), 47% (Battle Creek).

## Why These Goals Matter to You

A strong community—one that is healthy, educated, financially stable and has support systems for those in crisis—pays dividends to every citizen. People are happier and more satisfied with work and life. Each of us knows we live in a place where every person has the opportunity to thrive, where every family can enjoy good health and a great quality of life.

**Building a strong, vibrant community is the work of United Way: Connecting and mobilizing the resources, people and passion in strategic ways to achieve these goals; to transform our region; and to change the story for thousands of people.**

### Example of IMPACT

408 at-risk students received the mentoring and support they needed to keep them in school.

### Example of IMPACT

334 babies reached full term and were born healthy because of prenatal care provided to at-risk mothers.

### Example of IMPACT

636,075 meals were served to individuals in crisis, including homeless and domestic assault victims.

### Example of IMPACT

479 families and individuals received legal and financial support to avoid eviction and homelessness.