### EDUCATION

**OVERALL GOAL:** Children have the knowledge and skills needed to be successful in school and in life.

**GOAL 1: Childhood Success**
Children enter school ready to learn.

**Objectives:**
- Increase the percentage of children ages 0-5 receiving quality childcare
- Increase the percentage of kindergarten ready students
- Increase the percentage of children achieving social-emotional developmental milestones

**GOAL 2: Youth Success**
Youth are prepared to be successful for school, career, and life, and remain engaged throughout the academic continuum.

**Objectives:**
- Increase the percentage of students succeeding academically through cognitive development programming
- Increase percentage of students succeeding socially and emotionally through non-cognitive development programming

**GOAL 3: Family Engagement**
Families are engaged in their child’s academic success and meaningfully connected to their child’s school campus.

**Objectives:**
- Increase the number of families receiving parent education to ensure the academic success of their child
- Increase the number of families that are meaningfully connected to their child’s school and its resources on an ongoing basis

### FINANCIAL STABILITY

**OVERALL GOAL:** Individuals and families are able to improve their financial stability and economic status.

**GOAL 1: Financial Resiliency**
Individuals have the knowledge, skills, and supports needed to increase their financial stability, effectively manage their money, and advance their economic mobility.

**Objectives:**
- Increase the number of individuals accessing and using low-to-no cost resources to conduct financial transactions
- Increase the number of individuals receiving financial education

**GOAL 2: Job Development**
Individuals have the education and skills to obtain and retain good jobs with the potential for advancement

**Objectives:**
- Increase the number of individuals receiving job skills training
- Increase the number of individuals receiving workforce development services

### HEALTH

**OVERALL GOAL:** Individuals and families are able to improve their health and live healthy lives.

**GOAL 1: Healthy Beginnings**
All babies are born healthy.

**Objectives:**
- Increase the percentage of women receiving health services and education
- Increase the percentage of women receiving quality prenatal care
- Decrease the rate of teen pregnancy

**GOAL 2: Healthy Living**
Individuals have the knowledge, skills, and supports to make decisions that increase their overall health and wellness.

**Objectives:**
- Increase the percentage of individuals able to access and consume healthy foods
- Increase the percentage of individuals participating in physical activity opportunities in community settings
- Increase health services and education reaching underserved communities
- Increase mental health services and education reaching underserved communities

### SAFETY NET SERVICES

**OVERALL GOAL:** Individuals and families are able to meet their essential needs in order to move out of crisis.

**GOAL 1: Safety Net Services**
Individuals have the services and resources needed to meet their basic needs in crisis situations.

**Objectives:**
Support essential services and emergency interventions needed for:
- Food, clothing, and housing assistance
- Medical assistance
- Trauma care and prevention
- Legal services
MISSION
United Way of Waco-McLennan County strengthens the community by mobilizing resources to measurably improve lives.

VISION
United Way of Waco-McLennan County envisions a community where all people have the education, health, and financial stability needed to achieve their full potential.

COMMUNITY COMMITMENT
To achieve our vision and mission, we commit to:
- Partner with organizations, corporations, and individuals
- Inspire others to give, advocate, and volunteer
- Engage with members of our community from diverse sectors and backgrounds
- Mobilize resources to create measurable community impact
- Promote public awareness and understanding of community challenges and solutions
- Demonstrate accountability and transparency in every aspect of our work

VALUES
The core values that ground our work are:
- Equity
- Collaboration
- Inclusion
- Accountability
- Impact

Resource Development
OVERALL GOAL: Affect equitable, systemic change by mobilizing and developing resources through a continuous focus on increasing fundraising results to fund programs and initiatives that measurably impact the community’s most critical needs.

Community Engagement
OVERALL GOAL: Affect equitable, systemic change by increasing community engagement to inform and support programs and initiatives that measurably impact the community’s most critical needs.

Community Impact
OVERALL GOAL: Affect equitable, systemic change through grant-making, education, and advocacy for programs and initiatives that measurably impact the community’s most critical needs.

Governance
OVERALL GOAL: Affect equitable, systemic change by leading our work with a Board and Leadership Staff that is mission focused, reflective of our community, and is results driven to measurably impact the community’s most critical needs.

Last year, over 41,000 children, families, and individuals in McLennan County were helped by United Way funded programs.

- 20,549 low-income McLennan County children had access to Early Childhood Education Classes, and quality afterschool and summer programs.
- 22,344 families and individuals experiencing family crisis and domestic violence had access to shelter, resources, counseling, and case management.
- 33,753 low to un-insured families and individuals in McLennan County had access to medical pre-screenings, health exams, prescription assistance, and physical, emotional, and mental therapy.
- 4,602 low-income pregnant girls and women in McLennan County had access to prenatal care, resource assistance, and post-pregnancy parenting classes.