



# TWIN COUNTY UNITED WAY

## A new direction with our strategic plan

**TWIN COUNTY UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION AND FINANCIAL STABILITY OF EVERY PERSON IN ASOTIN AND NEZ PERCE COUNTIES.** We continue to do this by partnering with other nonprofit organizations to improve outcomes for children, individuals and families in need. We fundraise to address the community needs in the areas of health, education and financial stability. While we will continue to identify needs, unite people and share resources, we are making a change in our community investment strategy to have greater impact in Nez Perce and Asotin counties.

TCUW believes if change is to happen, it must start with our children. Imagine a community where our children and young people are valued, nurtured, educated, protected, live in a safe and healthy environment and are loved. Unfortunately, we see and hear about the nightmares of neglect, hunger, and mental, physical and sexual abuse, among other things that are unimaginable. It's time to take a stand and do something different to break these cycles and give our children hope and the possibility of a bright future.

Our community investment strategy will be one that believes in a **CRADLE TO CAREER** model that we have started to implement. In this model, the goal is to provide children with health, social and educational benefits from birth to their career. It's a commitment to long-term,

large-scale change by bringing residents, school staff, community leaders and service providers together to focus on addressing pivotal areas of a child's development. Those areas include early learning and development, elementary benchmarks, successful transition to middle school and high school, on-time high school graduation, and successful enrollment and matriculation from post-secondary education and career tracks. This community school strategy goes far beyond the typical academic counseling in school by adding mental health and other services at the school – bringing needs services into the schools so they are readily and easily accessible by the students and staff.

The good news is that for more than a decade, TCUW has overseen its own program in helping our children succeed! The **KINDERGARTEN READINESS PROGRAM** is one example of our new primary mission. The program identifies children entering kindergarten in the fall who may not be academically or socially ready. Taught by local teachers, the six-week summer program teaches children their numbers, alphabet, and classroom behavior. Upon successful completion the students have a graduation ceremony and are ready to begin kindergarten in the fall. Our Kindergarten Readiness Program continues to expand. It is now in both Lewiston and Clarkston, and in 2022, Lapwai will be added. The program has been successful so we will continue to look to expand. There's nothing like the expression on a face of a child when they succeed!



## COMMUNITY INVESTMENT PROCESS

Our **Community Investment Process** unites donations from our valley into a Community Fund. All donations to the Community Fund are locally invested in Nez Perce and Asotin counties through annual grants to human services nonprofits and TCUW-led programs and initiatives. Local nonprofits secure these grants through an application process. Our donors trust us to invest in programs that deliver results, meet a need in our valley and are fiscally responsible. To ensure that funds are invested in quality programs, TCUW relies on volunteers that are vested in strengthening our region to review grant applications.

The nonprofit partner programs we fund identify a need, how they will address the need, and the anticipated results after being funded. These partners report both qualitative and quantitative results mid-year and at the end of each grant cycle.

TCUW serves as the backbone organization for our funded nonprofit partners. Through technical support, trainings, relationship facilitation and other supports, we strive to strengthen our nonprofit partners.

The Community Investment Process focuses on these Impact Areas: Cradle to Career Educational Opportunity Gaps, Increasing Housing Stability, and Expanding Access to Quality Mental Health Care.

### Cradle-to-Career

TCUW works to close **CRADLE TO CAREER EDUCATIONAL OPPORTUNITY GAPS**. We recognize that the economic competitiveness and social well-being of our community is heavily dependent upon the educational attainment and workforce readiness of our citizens. Our efforts aim for a significant gain in educational attainment and a region-wide culture shift that moves community members out of the cycle of generational poverty. TCUW is dedicated to help children succeed at school and graduate on time.

### Income

Rent in Idaho and Washington has grown three times faster than renters' household incomes, making it hard for many families to keep up. Several factors make affordable homes very scarce, making it hard for our neighbors to afford a home and other household needs such as medications, food, and gasoline. Unstable housing has wide reaching implications for individuals, families, and communities. Twin County United Way prioritizes increasing **HOUSING STABILITY** in our region.

### Health

Only 47.5% of adults with **MENTAL ILLNESS** in Idaho receive any form of treatment from either the public system or private providers. Suicide is the leading cause of death in ages 15-44 in both Idaho and Washington. In the LC Valley alone, the suicide rate is three times higher than the national average. It is important that individuals have access to mental health services and basic healthcare. TCUW is committed to improve physical and mental health education and increase awareness and accessibility.

### ALICE population

TCUW recognizes that more than 9,800 households in Asotin and Nez Perce County are part of the ALICE population. ALICE stands for Asset Limited Income Constrained Employed. These families struggle to afford the basics and a majority of ALICE families fall into one or more of our four impact areas.





**HEALTH**



**EDUCATION**



**INCOME**



**CRADLE TO CAREER**

# IMPACT AREAS

## COMMUNITY INVESTMENT STRATEGY SUMMARY

Twin County United Way’s goal is to make the biggest impact with every donated dollar. To that end, we research and identify funding priorities in our four major impact areas: Health, Education, Income and our Cradle-to-Career model. Grant requests that address those priorities, which are outlined below, are given priority.

### CRADLE TO CAREER EDUCATIONAL GAP

Goal: For the 2022-2024 grant cycle, the Twin County United Way places grant funding priorities on:

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|--|---|
| <ol style="list-style-type: none"> <li>1. Expanding Kindergarten Readiness</li> <li>2. Implementing the Community Schools strategy into one of the school districts in Nez Perce and Asotin counties</li> <li>3. Funding its internal Cradle to Career programs</li> </ol> | <ol style="list-style-type: none"> <li>4. Offering Preschool Scholarships</li> <li>5. Funding programs that increase the percentage of students in our community who are reading at third grade level by third grade</li> </ol> |
|--|---|

### KINDERGARTEN READINESS PROGRAM

Goal: For the 2022-2024 grant cycle, the Twin County United Way places grant funding priorities on:

1. Expanding its Kindergarten Readiness Program into Lapwai and possibly Lewiston, Clarkston and Asotin

### INCREASING HOUSING STABILITY AND SHELTER

Goal: For the 2022-2024 grant cycle, the Twin County United Way places grant funding priorities on:

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|--|---|
| <ol style="list-style-type: none"> <li>1. Programs working to reduce homelessness</li> </ol> | <ol style="list-style-type: none"> <li>2. Programs that improve the financial stability of struggling households</li> </ol> |
|--|---|

### ACCESS TO QUALITY MENTAL HEALTH CARE

Goal: For the 2022-2024 grant cycle, the Twin County United Way places grant funding priorities on:

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|---|---|
| <ol style="list-style-type: none"> <li>1. Programs focusing on reducing the death by suicide rate in Nez Perce and Asotin counties</li> </ol> | <ol style="list-style-type: none"> <li>2. Increase access to mental health/primary health-care for the uninsured/under insured</li> </ol> |
|---|---|

2<sup>6</sup>

7<sup>9</sup>5

Not all kids start kindergarten ready.  
Let's change that.



8<sup>3</sup>



Our grant-funded partners use data to show us how their individual programs and services help improve one of our community investment strategies (outlined on page 3). For example, a program that is working to reduce the suicide rate in the LC Valley should readily tie their program outcomes in following way:

**OUR PROGRAM SERVED xx UNDER INSURED/NON-INSURED FAMILIES IN THE LC VALLEY DURING 2021, WHICH IS AN INCREASE OF xx PERCENT FROM 2020. THIS ALLOWED FOR GREATER ACCESS TO MENTAL HEALTH/PRI-MARY HEALTHCARE FOR THESE FAMILIES.**

Twin County United Way is working to move the needle on our communities' biggest needs through focusing on how program outcomes lead to population level outcomes. We can only do this through strong partnerships and volunteers that are committed to our vision and our mission.

**FOR MORE INFORMATION ABOUT TWIN COUNTY UNITED WAY'S COMMUNITY GRANT INVESTMENTS, CONTACT SUZANNE JOHNSON AT [SJOHNSON@TCUW.ORG](mailto:SJOHNSON@TCUW.ORG) OR 208-743-6594.**



Twin County United Way