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Since 1957, United Way of Southern Nevada has directed millions of dollars and hundreds of thousands of volunteer hours, bringing us together to take on the biggest challenges in our changing community.

As a part of our latest strategic plan, we have identified the areas we will focus on for the foreseeable future. We will work with you to harness the collective power of tens of thousands of our coworkers and neighbors to effectively take on these emerging problems. We have joined with a diverse group of partners from various sectors to create our Community-Based Agenda, which will become our road map to tackling Southern Nevada’s greatest contemporary issues.

The Community-Based Agenda will focus our efforts. We are exploring the root causes of the problems that affect our community, and have identified four main topics where, by working together, we can make a lasting impact. With this focus, we will develop plans to align and deploy our community resources around these topics, and to support coalitions of people and organizations dedicated to creating transformational change in these areas. This effort will include a framework for accountability and measuring progress of these coalitions.

We are asking you to join us in this important effort to build a stronger Southern Nevada. Whether you make a financial investment in United Way, or volunteer to engage in this important effort, you are the critical resource that we need to create the change that we all want in our community. Together, we can make a real difference for Southern Nevada, and create a better, stronger community for us all.

Sincerely,

Edward Garcia
Board Chair
United Way of Southern Nevada
WHAT IS THE COMMUNITY-BASED AGENDA?

We’ve identified important issues in our community and created a plan to solve them.
To tackle deeply rooted issues like poverty, we need to address the base causes of these problems instead of providing quick, band-aid fixes.

We’ve collaborated with partners across the community, including nonprofit organizations, policymakers, businesses and people like you, to develop effective solutions that bring everyone to the table. We’ve explored how to align our resources and unite our community to create this change.

Together, this makes up our Community-Based Agenda, which is based on one key idea: by helping the whole family - providing strong starts for children and students while supporting their families and communities - we can break the cycle of poverty and create lasting, transformational change for Southern Nevada’s children and families.

We developed our Community-Based Agenda using three guiding questions to help identify important issues in our community:

**Is this a problem in Southern Nevada?**
We analyzed data and community information to see how we’re doing compared to other parts of Nevada and the rest of the country.

**What’s the impact of this problem?**
We looked at how issues could affect Southern Nevada in the long-term if they aren’t addressed through our work.

**Can we realistically solve the problem?**
We evaluated our resources to see if our community has everything in place to address the problem.
We provide children with opportunities to close learning gaps and prepare for school through pre-kindergarten programs.

Increase the number of 3 and 4 year olds enrolled in a high-quality pre-kindergarten program and reading on time.

We help students reach graduation day by providing resources throughout middle school and high school.

Improve graduation rates across Clark County.
THE CRADLE-TO-CAREER PIPELINE

POST-SECONDARY ATTAINMENT
IMPROVING CAREER READINESS

We expand access to higher education and certifications through programs that create a stronger and more stable workforce for Southern Nevada.

GOAL
Increase the percentage of adults with an associates degree or higher.

WORKFORCE SUPPORTS
CREATING STABILITY FOR FAMILIES

We help families navigate health services, income supports, job placements and everything else that goes into creating a good life so the whole family can succeed.

GOAL
Decrease the number of low-income families in Clark County.
EARLY EDUCATION
HELPING CHILDREN REACH THEIR POTENTIAL
Education is the foundation of a good life, which is why it’s essential that children enter school ready to learn. Early childhood education is one of the most effective methods of closing learning gaps that form in a child’s first five years of life.

Research shows that high-quality preschool opportunities can improve academic, social and lifetime outcomes for children, especially those from families living below the poverty line. Not only does preschool have a significant effect on a child’s academic progress while enrolled, it can also positively impact student health. In Nevada, the percentage of low income children enrolled in Head Start programs that were up to date on primary and preventative health services increased from 43% to 74%.

Nevada has some of the lowest rates of preschool enrollment in the United States; only 32% of 3 and 4 year olds in Clark County are enrolled in a full-day pre-kindergarten program. The number of young children is only expected to increase, since many people in Clark County are between the ages of 20 and 34 and starting families.

Our goal is to increase the number of 3 and 4 year olds attending pre-kindergarten programs and reading on time.

With a history of providing pre-kindergarten scholarships, working with early education providers, parents and families, and exploring new and innovative ways to provide early education across the community, we can provide stronger starts for children to succeed.

We’re expanding access to early education by investing in and creating programs that:

- Increase kindergarten readiness through access to high-quality pre-kindergarten programs or through high-quality early education curriculum, especially for at-risk or low to moderate income populations
- Provide support for parents with young children, for example, parent and family engagement, parenting skills, and development
- Provide recruitment, training, mentoring, or other support for early education providers and teachers, both licensed and informal

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Breaking the cycle of poverty starts in the classroom. When students receive support through middle school and high school, they can finish high school ready to succeed in college or career.

Students that graduate from high school are already more prepared for future success than those that don’t. A high school graduate has better employment opportunities and higher earning potential, earning over $300,000 more than non-graduates. Increasing the graduation rate changes communities for the better, with healthier residents, lower crime rates and less public money spent on supportive social services. Children are also more likely to graduate if their parents did, creating a lasting cycle of positive change.

Our high school graduation rates are improving, but there’s still work to be done. In 2016, the Clark County graduation rate was 74%, an improvement from years before but still behind the national graduation rate of 82%. Nevada had the lowest graduation rate in the country for Black students and the second lowest for English Language Learners in the 2014-15 school year.

Our goal is to improve graduation rates across Clark County, particularly in our most disadvantaged schools.

During middle school, we help students gain academic skills and increase school participation. In high school, we provide students with resources to stay on track to graduate and explore college. Through these efforts, we can create a positive cycle of education in our community.

We're helping students graduate by supporting programs that:

- Improve school participation through access to needed supports for school-aged children and youth
- Build academic skills in school-aged children and youth
- Increase life, career, and college skills for school aged children through out-of-school time and/or enrichment opportunities
- Create environments that promote and support college and career pathways

Graduation rates in Nevada and Clark County are lower than the United States as a whole.

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POST-SECONDARY ATTAINMENT
IMPROVING CAREER READINESS
Our economy is growing and changing, requiring workers who are highly trained and ready to take on new challenges. In a global, technology-focused economy, we need a skilled workforce to be competitive and address the needs of local companies.

Adults with higher education levels have more employment opportunities and can earn $1.2 million more than adults that don’t graduate from high school. In communities with higher educational attainment, there are positive impacts on public health, safety and community participation. This contributes to reduced obesity, lower rates of incarceration, and higher levels of volunteerism.

In Nevada, 54% of jobs require some form of post-secondary education, whether it’s an associates or bachelors degree or some form of high quality certification. However, only 30% of Clark County adults over the age of 25 hold a post-secondary degree or certification. We are collaborating with partners across multiple sectors, including the State of Nevada, which has committed to increasing the proportion of adults who hold a post-secondary degree to 60% by 2025.

Our goal is to increase the percentage of adults with an associates degree or higher.

By preparing our students in high school to be ready for college-level learning and providing adults with assistance or alternative pathways to a certification or degree, we can grow Southern Nevada’s economy, prepare people for employment and break generational cycles of poverty.

We’re increasing education levels in our community by investing in programs that:

- Improve school participation by increasing access to much-needed supports
- Build academic skills, especially for students that need remedial courses
- Offer support and training around costs and ways to pay for post-secondary education

### EDUCA TIONAL ATTAINMENT FOR ADULTS 25 AND O VER

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<tr>
<th></th>
<th>LESS THAN HIGH SCHOOL</th>
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<th>SOME COLLEGE / ASSOCIATES</th>
<th>BACHELORS OR HIGHER</th>
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WORKFORCE SUPPORTS
CREATING STABILITY FOR FAMILIES
While children and students are learning and progressing to future success, they need a stable family foundation to support them. Parents and families may need extra help in the form of community services to keep this foundation strong.

By providing a range of services to develop a healthy, stable workforce, communities can increase the quality of life for every single resident. Services like housing, financial education, child care, and transportation make it possible for both children and parents to create learning environments wherever they live. When parents and families have access to education and training to receive a degree or credential, they have more employment opportunities, creating a more experienced, knowledgeable workforce. This workforce can increase new business to the area and retain current businesses, which leads to larger efforts to improve the local economy and expanded opportunities for local workers.

These supports are more necessary than ever. In Clark County, single parent households make up 32% of families, and 37% of the population is identified as low income. Without comprehensive support, many of these families could fall even deeper into poverty, creating a dangerous cycle for their children.

Our goal is to decrease the number of low-income families in Clark County.

By providing the necessary supports to build a stable home life for families, we can ensure that children and parents feel safe and secure. If we support children and their families, we can break the cycle of poverty and create a community where everyone can succeed.

We’re helping families succeed by investing in programs that:

- Assist families in navigating health and human services during emergency needs
- Find qualifying families and assist them in securing income supports
- Promote job placement and retention for families with children
- Help families with young children find or maintain homes, vehicles, small businesses, and more

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Our Work
Read more about our current work at uwsn.org

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Find out how you can support the Community-Based Agenda at uwsn.org/CBA