

LIVE UNITED

**United
Way**



United Way of Rhea County

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GOALS FOR THE COMMON GOOD

The United Way of Rhea County has over the last couple of years been moving to a smarter more meaningful relationship; where agencies design and deliver preventive social programs that produce results that enhance well being among individuals, families and communities.

The target areas include one in the area of education, another focused on income and a third focused on health that are the building blocks for a good life. You need a quality education that leads to a stable job, enough income to support a family and good health.

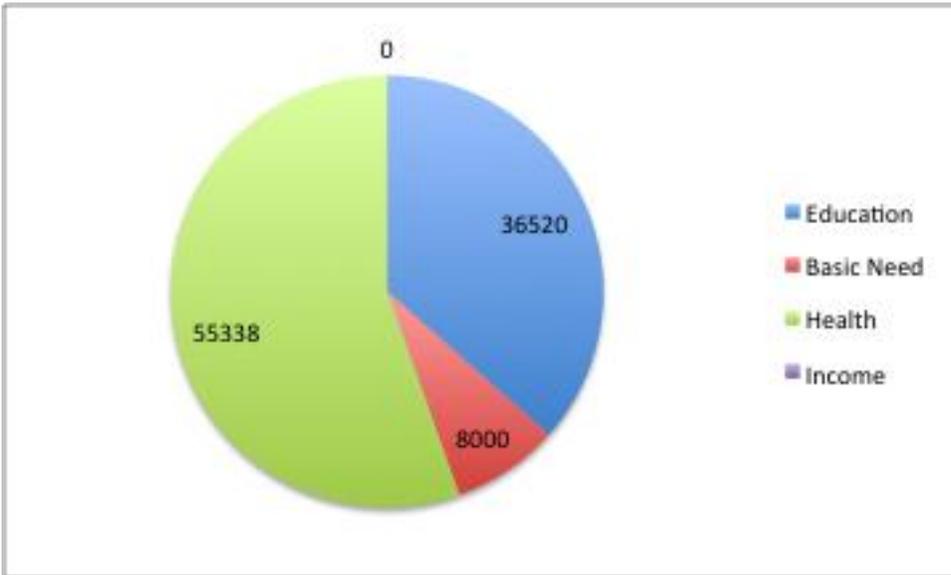
Our theory is simple “in order to impact change of the required magnitude for Rhea County we must begin with declaring bold goals”. We have to think differently about partnerships and set aside our special interests if we want to make real progress. It will require collaboration across all sectors-business, elected officials, nonprofits, academia, the faith community the media, parents and neighbors.

“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.” [Anatole France](#)



Current Alignment Under United Way Goals

Agency	Program	Goal
Adult Literacy Council	Rhea County Adult Education	Education
American Red Cross of Southeast TN	Disaster Response, Relief & Assistance	Basic Need
Boy Scouts Of America, Cherokee Area Council	Scouting Youth Development	Education
Girl Scouts of the Southern Appalachians, Inc.	Girl Scout Leadership Experience	Education
University of TN Extension	Rhea County 4-H	Education
Rhea County Veterans Coordinating Committee	Volunteer Transportation Network	Health
Volunteer Behavioral Healthcare System, dba Rhea Mental Health	Medical and Counseling Treatment Services	Health
Rhea Richland Senior Neighbors	Care and Activities for Seniors	Health
Women’s Care Center	The Edge	Health
Kidney Foundation	Patient Assistance, Education and Prevention	Health
Our Daily Bread	Service Provider and Thrift Store	Basic Needs



WHY MEASURE OUTCOMES?

In growing numbers, donors, foundations and government entities are calling for clearer evidence that the resources they expend actually produce results for people. Providers want to know that their hard work and passion to which they devote time does make a difference.

Improved accountability has been a major force behind the move to outcome measurements. Measurements provide a learning tool that provides feedback in order to use to adapt, improve and become more effective. The dividend doesn't take years to occur. It often starts appearing early in the process of setting up a measurement process. This process alone, leads to a more focused and productive service delivery methodology, as well as, providing opportunity to seek additional funding.



- Strengthen existing services
- Target effective services for expansion
- Identify staff and volunteer training needs
- Develop and justify budgets
- Prepare long-range plans
- Focus board members attention on programmatic issues

Outcome measurement is not a passing fad. In the years ahead, collecting data on benefits for program participants will be as common as collecting data on the number of program participants is today. Measurement methods and tools are being refined each day as we learn more and universities and other service providers are adopting outcome measurement.

WHAT WE FUND

Best Practice programs that address a specific need under the goals of United Way's health, education and income within the geographic region of Rhea County.

WHAT WE DON'T FUND

Capital projects (purchases and construction cost over \$2000 and having a life expectancy of more than two years)
Fundraising
Agency Expenses
Endowment
Membership

HOW WE EVALUATE

Based upon a scoring system of 100 points

Applications not meeting the deadline will not be considered

Review of Application Packet (1 to 5 points)

Did the Agency submit all the required documents and required signatures by the deadline?
Did they submit the correct number of copies?
Does the application meet one of the United Way goals?

Review of Financial Statements (1 to 30 points)

Do the Statements breakout Agency from Programs
Do the Financial Statements reflect Agency sustainability? (If UW does not fund how will program continue?)
Does the Agency bring funding from outside of Rhea County?
Is the funding requested from United Way accurately reflected in the Program?

Review of Outcome Measurement (1 to 50 points)

Is the NEED for the program clearly identified?
Inputs are clearly listed.
Activities clearly identified.
Client targets identified.
Results-does the program work? How does it make a difference in clients' lives?
Do the results affect clients in the short-term? (1 year or less)
Do the results affect clients in the long-term? (more than 1 year)

Review of Demographic Data (1 to 15 points)

Does the Agency have a process for keeping data by Program and/or geographic region?
Are the services available to all citizens of Rhea County?

GLOSSARY

Agency: an organization, that provides a particular service: *a welfare agency*

Program: a plan of action to accomplish a specified end: *a school lunch program*. Service and geographic area can be substituted for program and/or program can be further broken down to geographic area.

Activities: are what the program does with its inputs-the services it provides-to fulfill its mission (EXAMPLE: sheltering homeless families, educating the public about signs of child abuse and providing adult mentors for youth)

Inputs: are resources a program uses to achieve program objectives (EXAMPLE: staff, volunteers, facilities, equipment, curricula and money) Inputs support Activities

Outputs: are products of a program's activities, such as the number of meals provided, classes taught, brochures distributed or participants served-another terms for "outputs" is "units of service"

Outcomes: are benefits for participants during or after their involvement with a program-outcomes may relate to knowledge, skills, attitudes, values, behavior, condition or status. (EXAMPLES of outcomes include greater knowledge of nutritional needs, improved reading skills; more appropriate responses to conflict, getting a GED and/or job, having greater financial stability.

Outcome Indicators: specific items of information that track a program's success on outcomes-they describe observable and measurable characteristics or changes that represent achievement of an outcome. (EXAMPLE a program whose desired outcome is that participants pursue a healthy lifestyle could define "healthy lifestyle" as not being overweight, getting a half hour of exercise each day or wearing seat belts.)

Outcome Targets: are numerical objectives for a program's level of achievement on its outcomes.

An outcome is a level of performance, or achievement and should be **SMART**

- Specific and significant
- Measurable and Meaningful
- Attainable and achievable
- Realistic, relevant, reasonable, results-orientated
- Time Based

Benchmarks: performance data that are used for comparative purposes. (EXAMPLE it's own baseline data, that from national/state statistics or another successful program.

THE DIFFERENCE BETWEEN PROCESS AND OUTCOME

PROCESS	OUTCOME
Our program will provide social group work for teens after school	Teens will resist negative peer pressure
Our Center will provide child day care for 80 children age 2 to 5 years during the hours of 7 am to 6 pm Monday thru Friday	Pre-school age children will demonstrate the knowledge and skills necessary for successful entrance into kindergarten.
Our program will serve 40 frail elderly people Monday-Friday in an adult day care program	Elderly participants will maintain their ability to continue living in their own home
Our program will provide training for adults in order for them to obtain their GED	Adults are able to demonstrate increased skills in the areas of reading and math.