



**United Way of Greater Rochester
United for Impact 2020 - Listening Session 1
July 30, 2018
Eastman Conference Room 9-11am**

United Way of Greater Rochester worked with CGR to conduct a community needs assessment to help guide our new investment plan to begin in August 2020. Listening Sessions to hear thoughts from the community on the report were held to help guide strategic investment plans moving forward.

What things did you feel were on target in the report?

- Areas of risk concerning children/youth rang true. The number of impoverished kids in the community is consistent with previous years.
- Kids not on track for graduation. In particular the gap between the city and the suburbs for graduation rates.
- The issues/challenges around segregation in the city vs the suburbs is still a concern.
- Lack of systems integration. Accessing services/seamless process or the ease of navigating the services and systems needs to be improved.
- United Way's strong suit is it is still the voice of the community.

What things in the report were surprising or missing?

- Survey results show the difference in what people feel are most important for family, community and UW. Healthcare showed up as the priority in all three sectors of the report.
- The demographics - especially the aging population. There are now fewer working people and we are not prepared or ready for the impact. We are past the ability to apply any preventive measures to this issue.
- Recognition of the needs of older adults – look at costs, challenges, resources etc.
- Income levels are going down. There is a lack of affordability of basic necessities, so we are seeing an increase in the number of working poor.
- We know that segregation reinforces these challenges, but it was not in the report.
- The priorities in the report were different from UW funded programs/huge disparity.
- The sector of Disabilities was not referenced in the report. Disabilities has been somewhat siloed and not infused across sectors although it is relative to all.
- Inequities across the board. Structural/systemic inequities were not called out in the report.
- School readiness begins at pre-natal access.

What is United Way doing well/should keep doing/or other roles United Way could play?

- Advocacy at the state level around contracts and at the governmental level regarding minimum wage.
- UW can convene key players in the community and bring them to the table.
- Align resources similar to the efforts at the state and federal levels and help navigate processes to keep up with state and federal priorities.

- Provide funding for services for teens – preventive work/programs targeted at this population. Emphasis should be on income challenges - provide youth with more realistic opportunities such as access to living wage jobs, and address retention issues.
- School readiness – community value for parents. Access for all parents to receive information - Better messaging to create awareness.
 - Collaborate with Causewave around messaging.
 - Coordinated care/care management approach – informing the community.
- School ready/work ready youth training. Technology focus to prepare Rochester's youth to fill corporate, business jobs.
- Prevention efforts – exchanging /sharing information. Brainstorming sessions for organizations. Change the perspective on how we look at and work with teens.
- More focus by UW on prevention.
- Good understanding of needs/resources – UW should play a stronger role in convening to coordinate and build relationships.
- Broadening our perspective beyond Rochester –global research EVBP, PP
- Conversations at the private and business sectors regarding these issues. Allocation of funds/resources towards the efforts.
- Find resources to fund bold and risky approaches.
- Bring other voices to the table to help with innovation.
- UW to provide HR resources, technical assistance, volunteer management and training opportunities for the non-profit sector.
- Raising money
- Telling the stories for impact.
- Celebrating small wins and one another.
- Flexibility and continuity in the grant process
- Community reports – they are helpful to see the big picture.
- Innovation fund. Create a loan fund that could regenerate itself.

Other Considerations

What is UW role in prevention, intervention and treatment?

- Prevention intertwined with intervention. UW should pay more attention to preventive measures.
- Look for ways to provide safe-affordable housing for families. It is the stabilizing factor.
- Incarceration – because we are in the 80th percentile of child incarceration, this is an indication that Rochester has one of highest rate per capita of child incarceration. This incarceration issue impacts all these areas, the children, school, and families.
- Focus on re-entry, re-connecting, access to affordable housing.
- Bail affordability for minors with misdemeanors issues – preventive measures – trying to get 3-day target for interruption of that cycle. Also, looking at a reform to get a reduction/elimination of cash bail.
- Opiate addiction/drug use – its impact on families, community etc.