

United Way of Greater Rochester
United for Impact 2020 - Listening Session 2
July 30, 2018
Eastman Conference Room 1-3pm



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?

- Amount of resources CGR used.
- Older population a burden on family - caregivers and support needed.
- Older adults as a valuable resource (time, talent)
- Grounded in empirical evidence/data
 - Multiple needs/multiple solutions
 - All implications for the education sector
 - Intersectionality
- Identified the needs of our community and the need for systems integration.
- The data/evidence provided in the report was not new, however, how do we do a comparative analysis in relationship to other “rust” cities.
- Decline in charitable giving and an acknowledgement of change.

What things in the report were surprising or missing?

- Awareness around other addictions – alcohol, tobacco, etc.
- Workforce development for an addictive society.
- Key systems integration – preparing ourselves to attract and retain people in the workforce.
- Tying together other problems with trauma. Looking at the intersectionality of the issues.
 - Cohesive/connected approach – not siloed.
 - ACES focus, but intergenerational trauma needs attention.
- Refugee/resettlement populations. Needs around healthcare, developmental disabilities, etc.
- Aging population increasing
- Alarming – medical income per household has declined 17% - wages not going up vs one-parent households.
- How many children are not living with either parents but with grandparents
- Population/household data – demographics. Household income decline could be related/connected to one-person vs two person /parent income.
 - Mothers as primary caregivers and the social/economic factors involved with this.
 - Young people with disabilities living with grandparents.
 - Missing barriers to accessing services – What are the issues?
- Giving is down – were churches included
- Causal issues – why people exhibit these symptoms.
- Isolation and loneliness for older adults – the impact of segregation. UK doing work in this area. A deeper dive is needed.
- Human services individuals in the field tied/connected also to workforce development. Engage healthcare manager field to work collaboratively with human service/social service.

- Barriers to accessing services locally. Service/system integration – are we perpetuating the problems? What are the issues?
- Documented issues well, but not the change that is taking place in communities impeding solutions. Polarization is impacting this.
- Legal issues/barriers
 - Protecting our butts vs helping individuals
 - We forget why we are here
 - Regulatory issues around legal, consent etc. at the Federal and State levels.
 - The needs of the people are going unmet.
- A distinction should be made on what diversity means. Diversity has to be embedded in the plan. Evidence articulates segregation simultaneously around diversity. Deeper dive needed.
- Similarities between challenges faced by urban and rural communities. More data/focus needed in this area.

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

- Advocacy role. Thought leaders doing/providing service in addition to others who are tireless to work together around these issues.
- Collective Impact model – UW should be open to grassroots model ideas. Giving to charities with faith based connections/grassroots level giving.
- Set organizational expectations/ensuring the impact is happening. Advocacy for relief of state legislation, local, and federal regulations.
- Consumer based/meeting the need/identifying root causes impacting other areas – symptoms research – finding the why behind the need.
- Building the connections – volunteer community-based engagement bringing them into the organizations.
- Identify the fact that “we” are the experts – not recreating the work.
- Partnerships with other funders. Diversify planning around funding/collaboration.
- Creating an integrated community including diversity, inclusion and equity. Diversity vs representation of the population being served (distinctive) - mirroring the population served (reflective)
- Voice for the populations who can't speak for themselves.
- Who else is funding this strategy and if UW dollars will make a difference. Ideas at table- has the grunt work been done-where and evidence if the solution has worked in other places.
- UW helping with non-profits/CBO's efficiency increasing it among providers in the community.
- Framework, strategic planning, assessing evaluation, implementing, sustainability, culture competencies, capacity building training.
- Need for operational funds to obtain outcomes.
- Convening/funding services where capital investments are occurring.
- UW to take the helm in HR, technology, marketing resources for non-profit/CBO shared services/synergies.
- Thinking about affordability. Families feel trapped in some of the “affordable housing units” not by choice, but by what is made available to these individuals.
- Livable wage/income gaps

- Jobs obtained but wages not competitive.
- Education attainment impacts wage earnings.
- Unemployment/living wage/types of jobs/education connections
- Trades/labor sectors skills/education gaps.
- Behavioral health, substance abuse impacting jobs.
- Delivery model, needs assessment, data looping, feedback.
- Systems integration – impact on family and navigation of systems.
- UW timeline funding alignment with State and Federal funding
- Data collection efficiency/effectiveness/usefulness/time management.
- Transportation – RGRTA Listening sessions/transportation routes.
- Data driven decision-making – UW open some doors to access other data points.

Other considerations

Based on the survey results on page 31 of the report, what recommendations for United Way do you feel would be helpful to the community?

- Family needs to be included as a UW value. Family focus
 - Supports, marketing
 - 2-income households encouraged
 - Education
- Elder abuse/trauma for seniors.
- Food scarcity/insecurity, affordable housing – Basic needs focus is necessary and important for educational success through college.
- Social determinants of health – this is a cornerstone.
- Information/data on trauma later in life.
- UW symphony leader of the orchestra-collective/collaborative role, incubator role.
- Federal/State funding requirements – ability to provide matched requirement funding, shared collaboration, leveraging of dollars.

Ways UW could utilize time, energy and resources

- Older adult services – food/nutrition for seniors. Advocacy and education on regulations
- Changes in Rochester – Have to keep in mind the economy (loss of jobs at Xerox, Kodak, and Bausch & Lomb, etc.) related to issues of poverty. More economic development needed in Rochester that creates more jobs.
- Education around change in economy in Western NY. Respond to the new “knowledge economy” – gap in prepared workforce to fill jobs – leverage relationships, beta testing. Short-term solutions to long-term problems.