

United Way of Greater Rochester
United for Impact 2020 - Listening Session 3
July 31, 2018
Red Cross Canteen Room 10am-noon



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?

- Called out how trauma impacts people, poverty, violence, addiction, kids separated from parents.
- Assessment on target – not a lot of new information
 - Structural racism look appreciated
- Liked how social determinants of health was called out.
- When unintended teen pregnancy drove the conversation and community came together we achieved success in this area.
- Pointed out needs/issues/struggles ending – also success of the local community.
- We have to balance negative with successes. Promoting success helps people invest. Be aggressive about strength-based approach and call out success.

What things in the report were surprising or missing?

- Lots of data regarding geography. Dissection regarding County/city or region not really included.
 - What programs exist or are strengths work in the county/city relationship and how this helps the region.
- Need more data on social media. Ex: community used to be different. What is the impact of social media?
- Giving attitudes and beliefs: Lots of old wealth left Rochester. Spontaneous giving patterns/trends/influences.
- Can't keep band-aiding issues. Examples:
 - housing,
 - pay for 3-hour afterschool with staff making \$10-12/hour
 - screening for housing
- How band aids stop people from accessing services. How do we advocate? Rent, basic needs not able to afford. Need housing open to everyone.
- Efficiencies with service delivery in human services
 - RCSD – Community Schools, how can this be supported? Sometimes three agencies providing some services and then none.
- Information stating how all category of needs ranked in the survey - not just the top five.
- What are staff training and development needs? Speaks to need for staff development – which does not automatically occur.
- Disparities look at the population and not the workforce.

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

- Professional development – the power of funders to be conveners for professional development and networking of program staff. Especially for small not-for-profits. Strengthening collaboration, strengthening practice leads to a strengthened community.
- Housing – transition – how a network of not-for-profits can work together so community is successful.
- Convene – not just listening sessions but about alignment, advocacy. Work together to change systems. Need opportunity for networking
- Advocacy – UW to play a leading and supporting role. Ex: OTDA and housing – can UW be used as a larger force for systems change?
- Professional training – ongoing trauma support, coaching, supervision support needed. Not just professional development. May need to write out more. Ex: Out of School time work - training/networking/breaking silos
- How can UW leverage brand with universities, colleges to help find talent? Good cadre of kids is needed for work if not-for-profit to be staffed down the road.
- Last 10 years UW has used name as leverage – may need to be more aggressive.
- Need to change UW different practices. One training regarding changing environment and how UW and other organizations react. As we enter into the next 100 years –need to change.
- What relationship UW has with city/county? UW not mentioned with these entities –would like UW and city working together – would lead to more donors.
- Target areas of funding. Funders to collaborate and be clear about what they are funding.
- Hard to keep lights on – need overhead dollars, training dollars and more flexibility for use of UW funds. Gap funding needs to be more flexible. Need to show impact and support back room. Ex: If 20% of costs are not covered, the program shuts down.
 - Do gap analysis.
- UW needs to be aggressive with board/donors. Lots of success stories to tell them. Push back on board and donors. Agencies need to keep lights on. Not just program dollars are needed. Dollars must cover full cost of program.
- If multi-year funding cycle, there is no elevator for staff salaries. Not able to keep up. Need dollars to try to keep up.
 - Have flexibility for budget modifications.
- There is a struggle with a fixed pot of dollars per agencies. UW to be a convener to seek grant funding to bring more money into the community. Doesn't make sense to develop grant skills in all agencies. UW could do the grant writing.
- Success examples in the report. Could UW fund these if not doing so currently? If programs doing good work/getting good results UW should fund.
- UW has done a good job flex funding and keeping programs more accountable as well. Will give you increased flexibility and greater accountability. Need to shift from correlational to co-efficient. (Ex. Transportation needs for dollars for bus passes have not gotten better. How collectively organizations can go to RGRTA to negotiate better dollars or give dollars directly to RGRTA for transportation dollars.
- RTA not been responsive. How many agencies have bus passes? Use power UW has to make solutions occur.
- UW to bring multiple agencies together. RGRTA may not take calls from small agencies but may if UW and agencies work together.

- UW bring people together. UW has power of a convener. Create space for conversation and good practices. Bring city and region together (neighborhoods together).
- Don't want Joe Calabrese any longer.
- Advocacy – how work with State/County to have DHS provide bus passes. Have them invest in a person's success. Frees agency dollars for other needs.
- UW should bring people together.
- UW should intentionally partner with other foundations (ex. ESL, Farash) Have alignment regarding collective impact. Finally, all funders have same intake, data collection. Almost impossible at the federal level but could be accomplished locally.
- Funders should pay for human centered design process training for several agencies together. This would be valuable.
- Concern that crisis is the big focus for UW. How do we move people beyond basic needs/crisis? Not just, put out fires.
- Importance of prevention critical. Appreciate look at early development focus.
- UW already does things that are well talked about – keep doing these things - like partnering with the county to leverage state dollars.
- How do we keep moving forward vs falling back to crisis? Do we have appropriate next steps?
- Are there any plans for UW to advocate for benefits cliff?
- Race – issues of race being the face of addiction. Opioid addiction equates to the face of whites and has received funding dollars as opposed to crack addiction was the face of blacks and received no funding. If money goes to addiction, how will it be manipulated so that all get services?
- Not in favor of desegregation-
 - What do we mean by segregation? I love me and my people. I want to be around them. Most people do.
 - Need to unpack race/segregation – have conversations around what are the values? If working with predominantly black communities are the programs appropriate for the race served.
- Shouldn't have to send child to suburban schools – shouldn't I have good schools in the city?
- How can UW bring together people for sustainability – money goes away with good programs?
 - How do we support each other to keep sustainability? Support grant writing, looks at plans. What is realistic? How to best support program sustainability plans.
- Capacity building for agencies. Talk about failures/successes. Create opportunity for UW to talk honestly about failures. Recreate engineering environments to learn from failures.
- Neighborhood based community services. Create relationships with consumer. One stop shopping for consumers – don't ask them to go to the services.
- Important to go back to talking to people impacted by services UW support and tap into people targeting. Talk to people being impacted positively.
- Proud product of UW program – have them share. Ex. Cynthia Elliott.
 - People look for opportunities to give back. Use their stories.
- Participatory Budgeting – tipping toeing onto the scene – good move. Great template for UW.

- May not move away from traditional needs assessment. No magic bullets. Include community as part of listening sessions like today's session. Get out to them. (Ex. Community of color may not have relationship with UW) go to them.
- Think and showing agencies to donors/communities for fund raising for UW. Not just people on videos.
- Suggestion – infants/young children – not just looking at academic success but greater health.
- Accountability – every UW funded program should submit success stories regularly and use these for fund raising. People give when connected to issues/agencies.
- Basic Needs (ex. Family – parents working for health care). If this goes away, look at whole family units vs just children/infants.
- Change how UW look at things and do things differently. Use UW as a convener for big issues and have broad discussions on societal problems in Rochester, NY.
- UW as influencer/advocate vs being program provider.
- Use influence on the State and Federal level.
- UW branded well. People may not know what UW does. UW name carries weight.
 - Limited number of UW agencies. Think of UW as the seal of approval for more agencies as a marketing tool.
- Reciprocity of UW agencies. UW brand and champion agency for UW benefit. Publicize this more.
- Trends in government funding sprinkled in report. Political dynamics are changing. Cooperate with governmental departments in community. (Ex. Licensing, funding changes. Have finger where money is coming from, how things are changing and how UW can take this into account through funding, advocacy etc.)
 - Where new gaps arising, pay attention to and factor into decision-making.
- UW implicit in taking away from minority lead agencies and giving to white led agencies. Seems like UW have favorite organizations. Organizations that can get results are not getting UW funding. Make sure agencies can get results. Fund in strategic manner.
- Conflict has history. This increase is relevant in communities in Rochester. History lives in people served. Pay attention to this. Use learning from RMAPI process.
- Actively seek input from communities served. Issue of UW credibility needs to be addressed.
- Higher voice eclipse community listening sessions. Be mindful of this with collective impact. Provide resources where really needed. Have been at the table but other voices more influential (political).
- MCC has data regarding graduates, how currently preparing people for the workforce. See career counselor page.
- UW can help identify ways agencies work together to help make connections/be the matchmaker.
- Baden, CPGR, Charles – invest in senior programs. Do we have relationships with residents that live in the community? Support neighborhood based services for seniors.
- Juvenile justice – look at what's not in report. How re-acclimation not connected to afterschool, community centers. How are we supporting?
- How was the survey fielded? Did it reach into the community? Please provide demographics of survey respondents.

- Raise the Age starting October 2018. Juvenile justice system not in placements – kids not being placed as if they were kids. This is happening to lots of kids in the community.
- Mental health – huge gaps in funding. Children’s mental health providers struggle to survive. Can only bill for direct services. Integrate growth health model in all locations with youth. Medicaid funding.
- Federal changes – congregate care. UW be aware of the impact the changes will have locally.
- Labor – entrepreneur opportunities. How much work is being done here? How do we encourage entrepreneurship with youth?
- What comes next? Excited to see this work with UW. How did conversations, reports, and principles influence strategic plan?
- Timeline appropriate for strategic planning. Angst for organizations that may not know the process.
- UW as more than a community funder.
- Pay attention to other funders’ priorities and timelines when considering plan. UW talk with other funders and coordinate.
- Meet with contact managers (UW) keep this up. Have conversations about where things are at with the program.
- Can UW help people do more with less – back office sharing and savings?