COMMUNITY ENGAGEMENT
Global Snapshot

GOAL: Diverse Residents are Engaged to Identify Priority Community Issues and Develop Solutions

UNITED WAYS ARE TRUSTED CONVENERS, able to bring community residents, civic and business leaders, representatives from local institutions and community-based organizations, and other stakeholders together to identify and address shared community concerns. We engage people to understand the issues most important to them and their families - including the ability to access a quality education, obtain good paying jobs, and to live healthy lives. United Ways who effectively engage communities have built trust, established strong relationships with individuals and institutions, and are seen as credible leaders on the issues being addressed. Authentic engagement is critical to ensure that all voices are heard in identifying community challenges, and to help develop solutions that are equitable and inclusive of all residents, especially those most affected. The story and data included below illustrate the reach of United Ways in local communities, and the positive changes that can occur when people feel they are part of the solution.

UNITED WAY’S WORK

MORE AND MORE UNITED WAYS are affirming commitments to and respect for diversity, equity and inclusiveness. They’re incorporating language into by-laws, strategic plans and impact goals. And they’re playing leadership roles in tackling persistent disparities in their communities based on race, gender, ethnicity and other identities.

That work isn’t fast, or easy. And it starts in conversation. United Way of Northeast Georgia partnered with University of Georgia and others to host a community conversation on race. Called “It’s Time To Talk,” the facilitated conversation focused on race and race-related issues in the community. People from all backgrounds – including students, educators, neighborhood leaders, employers and health care providers – shared experiences with racial stereotypes, discrimination and community climate on race. United Way played a key role in reaching across sectors to engage diverse stakeholders, including the business community, healthcare professionals, and higher education. There is much more to do, but conversations like this are a cornerstone.

16,810
community resident convenings

274,983
community residents participated in convenings

Data are representative of individuals/families served by United Way.