



THE CHILD WELL-BEING MOVEMENT

An Overview

Mapping Success

In 2021, United Way of Northwest Georgia, with a grant from the Community Foundation of Northwest Georgia, launched the Child Well-Being Movement. This movement engages and brings together people and resources across sectors to invest in strategies that drive lasting improvements in the well-being of children, families, and the communities that surround them.

Of the nearly 37,000 children living in Whitfield and Murray Counties, close to 7,000 live in communities with low or very low child well-being. United Way's focus is to ensure every child, family, and community have the opportunity to thrive.

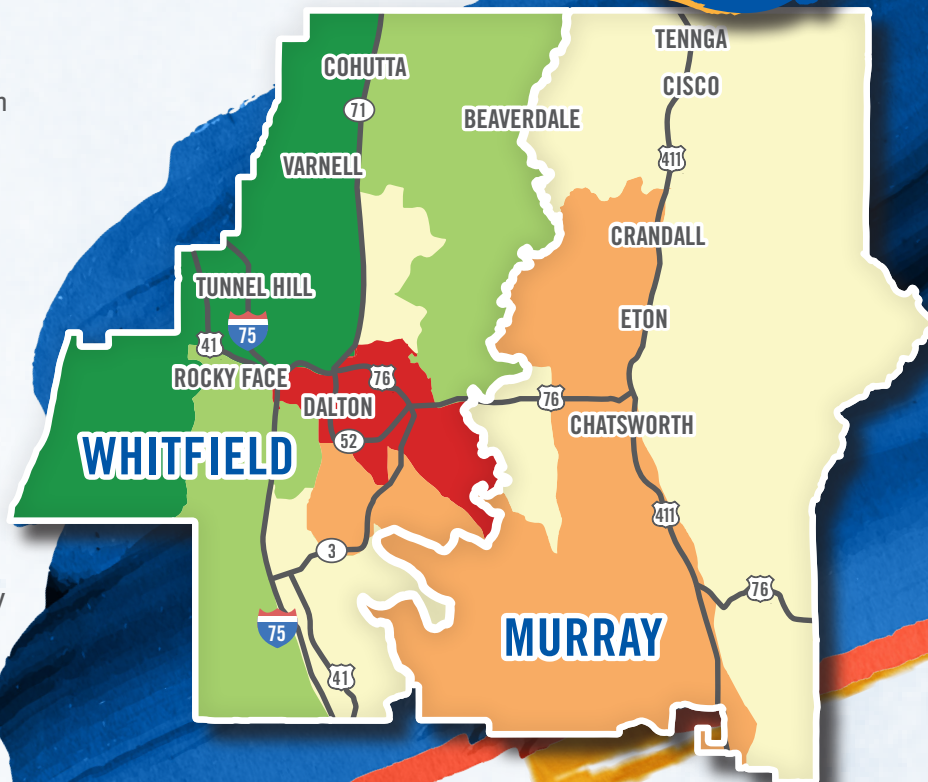
We work alongside nonprofits, businesses, volunteers, donors, governments and foundation partners to improve the education, basic needs, and health of every person in Whitfield and Murray Counties.

We are focused on building a Northwest Georgia where every individual and family can thrive by making sure that every child has the opportunity to reach his or her potential.

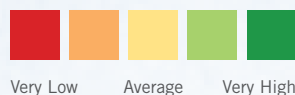
Join our Child Well-Being Movement today!

Overall Score

66.9



Levels of Child Well-Being



Supporters of the Child Well-Being Movement

We understand the needs of the community and encourage action – whether through contributing time, talent, or treasure. No one can do it alone.

26

Partners, Grantees, &
Programs

180

Corporate
Partners

9,662

Donors

2,560

Volunteers



COMMITTED TO CHILD WELL-BEING

Over 7,000 children in Whitfield and Murray Counties live in communities with low or very low child well-being.

United Way of Northwest Georgia is focused on ensuring every child has the opportunity to reach his or her full potential and that communities can say, “all the children are well”.

That’s why we created the Child Well-Being Index.

United Way, along with our partners, developed a set of 14 measures that can be used as a tool to help the region assess how children, the families that support them, and the communities that surround them, are doing. This data is bringing people together from across the community to advance a shared goal and drive transformative results for children and families.

7 CHILD MEASURES

- % Low Weight Births
- % Students Exceeding 3rd Grade Reading Standards
- % Students Exceeding 8th Grade Math Standards
- High School College & Career Readiness Score
- High School Graduation Rate
- % Children without Health Insurance
- % Children in Poverty

3 FAMILY MEASURES

- % Families Not Financially Stable
- % Families with Housing Cost Burden
- % Births to Moms Without a High School Diploma

4 COMMUNITY MEASURES

- % Enrolled in Post-Secondary Education
- % Adults Without a High School Diploma
- % Adults Without Health Insurance
- Unemployment Rate

The Child Well-Being Movement

Getting every child in the community on the path to fulfilling his or her potential requires that we all work together toward a single, shared agenda — to move the needle on child well-being. We need a shared vision of success, strategies for how to achieve it and unified measures to set goals and evaluate progress. The power of a community united is greater than the sum of its individual parts. Unified we can make a difference.

Join the Child Well-Being Movement

Join the Child Well-Being Movement by giving to United Way’s Child Well-Being Impact Fund. The Child Well-Being Impact Fund ensures lasting, collaborative solutions to the critical problems that stand between us and a better quality of life for children and families. Our Impact Fund puts money to work where it can do the most good for children and communities in Whitfield and Murray Counties.

ourunitedway.org

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United Way
of Northwest Georgia