



UNITED WAY OF NORTHWEST GEORGIA

# JOIN THE CHILD WELL-BEING MOVEMENT

# What Is Child Well-Being?

## When Children Thrive, Communities Can Thrive

Communities can thrive today and reach their greatest future potential only if our children are thriving. That's why our focus is on building a Northwest Georgia where every individual and family can thrive and making sure that every child has the opportunity to reach his or her potential.

Communities that can say, "all the children are well" have babies born healthy, kids who read proficiently by 3rd grade and teens who graduate from high school ready for college and careers. These are kids that grow up in communities where people are educated, employed, and stably housed.

## What Stands Between Us and Community Well-Being?

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. While there are many groups doing excellent work in our area, not all services and resources leverage the most important drivers of change. Gaps in services and missing resources are barriers to the child well-being.



## IT STARTS WITH THE CHILDREN

United Way's focus is to ensure every child, family and community has the opportunity to thrive.

Together, we work with nonprofits, businesses, volunteers, donors, governments and foundation partners to improve the education, basic needs, and health for all. Alongside United Way, our Community Partners understand the needs of the community. They encourage others to take action to solve them – whether it be through contributing their time, talent, or treasure. No one can do it alone – and we want you to get involved.

**Our goal is to raise the overall Child Well-Being Score in Whitfield and Murray Counties from 66.9 to 71.9 by 2027. That means we'll improve the lives of 3,500 children. We can't do it without you.**

“When kids are doing well, the community is doing well. And when the community is doing well, families prosper and the quality of life improves for everyone. That's the Power of Community!”

– **AMANDA BURT**

*President, United Way of  
Northwest Georgia*



# Child Well-Being Agenda

Total Regional  
Child Well-Being  
Score

66.9

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.



## Child Well-Being Measures

United Way has developed, with dozens of community partners, a “yardstick” for child well-being — a set of measures that the community can collectively use to assess how well children, the families that support them, and the community that surrounds them are doing. The measures enable us to track our progress and determine what “levers” are the most effective in taking us to a place where we can say, “all the children are well.”

### 7 Child Measures

1. % of Low Birth Weight Babies
2. % of Students Exceeding 3rd Grade Reading Standards
3. % of Students Exceeding 8th Grade Math Standards
4. High School College and Career Readiness Score
5. High School Graduation Rate
6. % of Children without Health Insurance
7. % of Children in Poverty

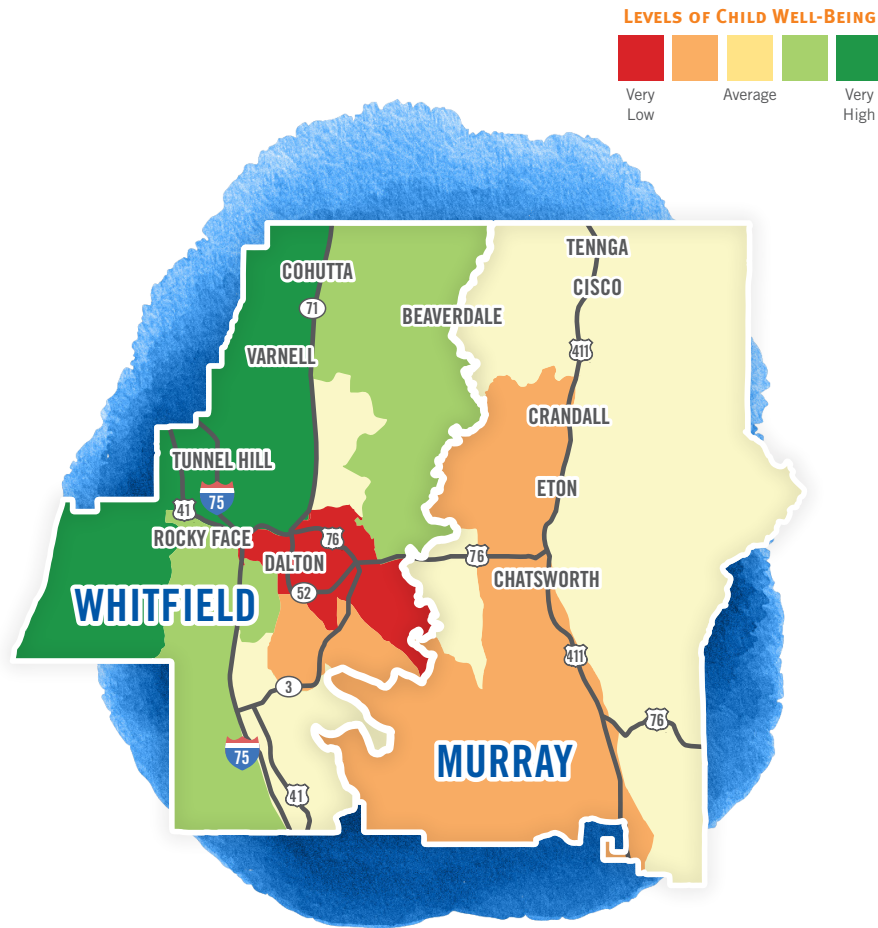
### 3 Family Measures

1. % of Families Not Financially Stable
2. % of Families with Housing Cost Burden
3. % of Births to Moms Without High School Diplomas

### 4 Community Measures

1. % Enrolled in Post-Secondary Education
2. % of Adults without a High School Diploma
3. % of Adults without Health Insurance
4. Unemployment Rate

# Child Well-Being Heatmap



Nearly 7,000 children in the Northwest Georgia live in communities with low or very low child well-being. Visit [ourunitedway.org/child-well-being-map](https://ourunitedway.org/child-well-being-map) to explore your zip code. You might be surprised at how children are doing in your area—or in a neighboring one.

## Child Well-Being Strategies

### Strategies to Drive Improvements

#### Child Strategies

- Quality early learning experiences
- Quality enrichment and academic support
- Mentoring
- Family and community leadership

#### Community Strategies

- Supportive housing
- Disaster and emergency assistance
- Civic engagement

#### Family Strategies

- Supports for seniors
- Healthy food security
- Trauma prevention and stabilization
- Health promotion and early detection
- Healthcare navigation
- Behavioral health and wellness
- Family health and wellness
- Transitional and assessment housing
- Industry-specific training
- Employment-based experience
- Financial education, coaching, and counseling



**Visit [ourunitedway.org](https://ourunitedway.org) to learn more!**



# We're Making an Impact

Last year, gifts to United Way of Northwest Georgia helped:



**5,456**

children and youth were served to help them graduate from high school on time with skills to be career and life-ready.



**32,138**

individuals and families received financial assistance to remain in stable housing. Also received food, clothing, furniture, and prescription medication assistance.



**4,604**

elementary, middle, and high school students received individualized support.



**9,496**

children learned to recognize or prevent abuse.

## What Your Money Does

When you give to United Way's Child Well-Being Impact Fund, you're ensuring lasting, collaborative solutions to the critical problems that stand between us and a better quality of life for communities in Northwest Georgia. Our Child Well-Being Impact Fund puts your money to work where it can do the most good in Whitfield and Murray Counties.

**\$5 per week**

provides materials for 26 individuals to learn how to prevent child abuse



**\$10 per week**

provides 20 children with school supplies



**\$25 per week**

provides 140 families with enough food for one week



**\$50 per week**

provides housing for one family in the transitional housing program



# Get Involved!

When you join the Child Well-Being Movement, you're investing in children, families, and communities in Whitfield and Murray Counties.

## Volunteer

Did you know there are 8,760 hours in a year? Last year, our volunteers logged 20,550 hours! Volunteering through United Way of Northwest Georgia is a great way to give back, and it only takes a couple of hours to make a lasting impact. Find out how you can get involved at [ourunitedway.org/volunteer](http://ourunitedway.org/volunteer).



## Advocate

Spread the word and engage your personal and professional circles in understanding that change happens only when we all come together with a common agenda. Join United Way in supporting public policies that affect child well-being.

Visit our public policy page at [ourunitedway.org/advocate](http://ourunitedway.org/advocate).

## Give

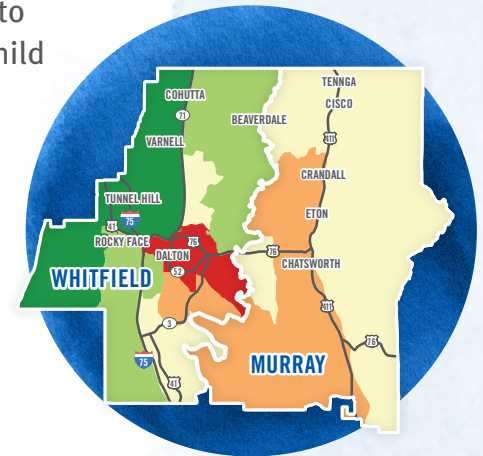
Give to the Child Well-Being Impact Fund and invest in lasting, collaborative solutions to the critical problems that stand between us and a better quality of life for communities in Murray and Whitfield Counties.

You can give through our website by visiting [ourunitedway.org/give](http://ourunitedway.org/give), or you can give through your workplace. Ask your Human Resources representative how you can get involved.

## Learn

Visit [ourunitedway.org](http://ourunitedway.org) to learn more about the Child Well-Being Agenda and the strategies we and our partners use to improve child well-being. See how well children are faring in your zip code with our interactive maps and find out where you can help make a difference.

[ourunitedway.org/child-well-being-map](http://ourunitedway.org/child-well-being-map)







[ourunitedway.org](http://ourunitedway.org)  
706.226.4357

To find or give help, dial 2-1-1.

