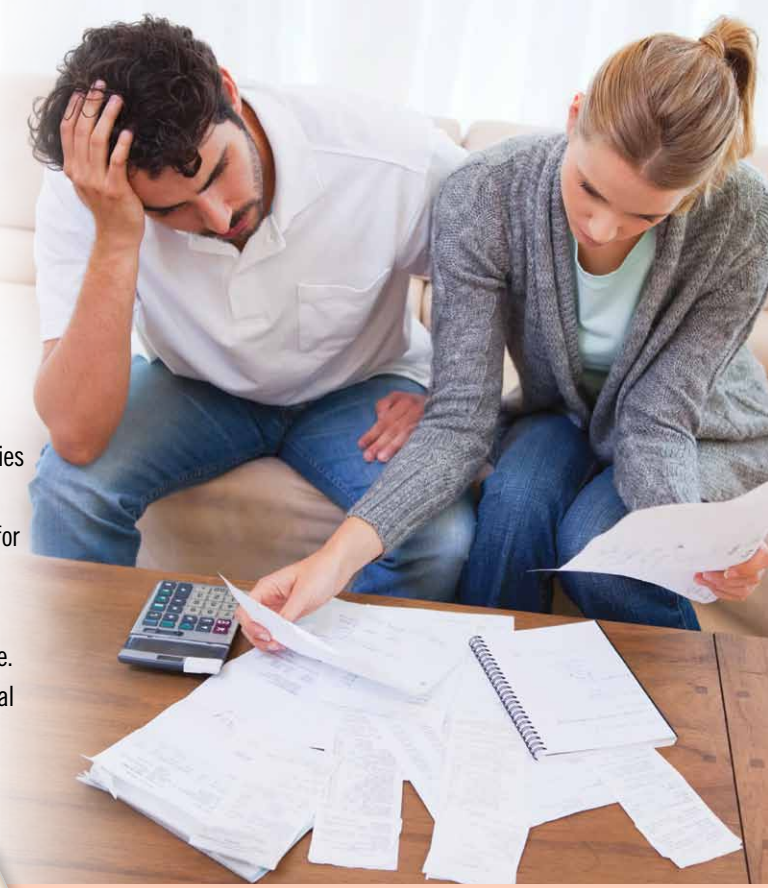


FINANCIAL STABILITY: KNOWLEDGE IS POWER

At United Way of Santa Cruz County, our goal is simple: help individuals and families gain access to resources they need to stay afloat financially. We stand strong in building families to economic self-sufficiency, not having to forgo one basic need for another - such as housing, healthcare, childcare or food - due to lack of income.

Local employers benefit from a stronger, more skilled and crisis-resistant workforce. Communities benefit from safe neighborhoods, thriving businesses, and the general financial stability of residents. That is why United Way of Santa Cruz County is focused on helping individuals and families improve their financial stability.



OUR GOAL: Address the causes of financial instability through education and provide low-income individuals with support services to avoid crisis.

Prevention → Change



Focused on prevention, as opposed to intervention, United Way of Santa Cruz County is taking steps to change the course for future generations of children and families.

- Increase youth employment ages 16-24
- Increase use of Volunteer Income Tax Assistance
- Decrease housing evictions due to nonpayment - particularly for those enrolled in nonprofit, financial stability programs



SNAPSHOT

Did You Know...

- **14% of children** in Santa Cruz County are living in **poverty** 
- **Nearly one half** of Santa Cruz County residents **spend more** than 30% of their take home pay on rent and housing costs 
- Nearly **18%** - The **unemployment rate** for Watsonville and the highest for our county
- **2-1-1- Real People, Real Answers- Real Help.** In 2013 over 6,000 callers used the easy to remember- toll free number where a trained specialist matched needs to local services.

\$1 INVESTED in prevention → **\$7 SAVED** on intervention

OUR WORK

MORE THAN 100 COMPANIES AND ORGANIZATIONS WORK WITH UNITED WAY OF SANTA CRUZ COUNTY EACH YEAR TO RAISE FUNDS SUPPORTING HIGH-QUALITY, PROVEN PROGRAMS THAT POSITIVELY IMPACT OUR COMMUNITY.

OUR GOAL: ENSURING THAT EVERYONE IN OUR COMMUNITY HAS ACCESS TO THE BUILDING BLOCKS THEY NEED FOR A GOOD LIFE.

YOUTH SUCCESS

WE WANT ALL CHILDREN AND YOUTH TO SUCCEED IN SCHOOL AND IN LIFE TO REACH THEIR FULL POTENTIAL.

Aztecas Youth Soccer
Youth Soccer Academy

Big Brothers Big Sisters *Mentoring*

Boys & Girls Club
More Members/More Often

CASA
Foster Care Advocacy

Community Bridges
After School Tutoring

Diversity Center
STRANGE Program

First 5 Santa Cruz County
Santa Cruz Reading Corp

Seniors Council
Foster Grandparents

Volunteer Center
YouthServe Program

Walnut Ave. Women's Ctr.
Early Education

Youth N.O.W.
Tutoring Program

FINANCIAL STABILITY

WE WANT FAMILIES TO ACHIEVE FINANCIAL INDEPENDENCE AND STABILITY.

Catholic Charities
Supportive Services

Community Action Board
Alcance Program / Shelter Project

Digital NEST
Youth Technology Literacy

Goodwill Industries
Volunteer Income Tax Assistance

Pajaro Valley Shelter Services
Emergency Shelter Case Management

Santa Cruz County Office of Education
Youth Employment

Senior's Council / Project SCOUT
Volunteer Income Tax Assistance for Community Seniors

HEALTH

WE WANT EVERYONE TO BE HEALTHY, SAFE AND HAVE ACCESS TO THE HEALTH CARE AND PREVENTIVE SERVICES THEY NEED.

Advocacy, Inc.
Long-Term Ombudsman

Dientes Community Dental Care
Oral Health - Uninsured

Ecology Action
Active Transportation

Family Service Agency of Central Coast
Open Door, Puerta Abierta Project

Homeless Services Center
Recuperative Care

Hospice of Santa Cruz County
Transitional Care

Monarch Services
Child Therapy Services

Pajaro Valley Community Health Trust
Diabetes Outreach

Santa Cruz Neighbors
Talk It Up/Lock It Up

Watsonville Family YMCA
Pajaro Park

UNITED WAY OF SANTA CRUZ COUNTY COMMUNITY ORGANIZING TEAM convenes and develops leadership from the community to seek & act on solutions to address critical community needs throughout Santa Cruz County.

211 Helpline * Children's Network * *Go For Health!* * Jovenes SANOS * Smart Solutions to Homelessness
Community Prevention Partners * Community Corrections Speakers Bureau * Youth Violence Prevention