



CHANGING THE FACE OF SOUTHERN NEVADA

**PRESENTATION TO CITY OF LAS VEGAS COUNCIL MEETING
WEDNESDAY, MAY 1, 2013**



:: Part of a Historic Global Movement



- 1,200 United Ways across the nation
- 1,400 United Ways across the globe
- Over 53 years in Southern Nevada

:: A Trusted Brand

The Forbes logo is displayed in a white serif font within a light blue rectangular box. The background of the slide is a dark blue gradient with a grid of lighter blue squares on the right side and a few small colored squares (green and orange) in the bottom left corner.

- UWSN has proven systems and a history of accountability
- With impeccable audits year over year, UWSN has strong metrics in place to gauge our partners
- United Way has a Forbes ranking as a “Top 50 Brand”

:: Mission



MISSION

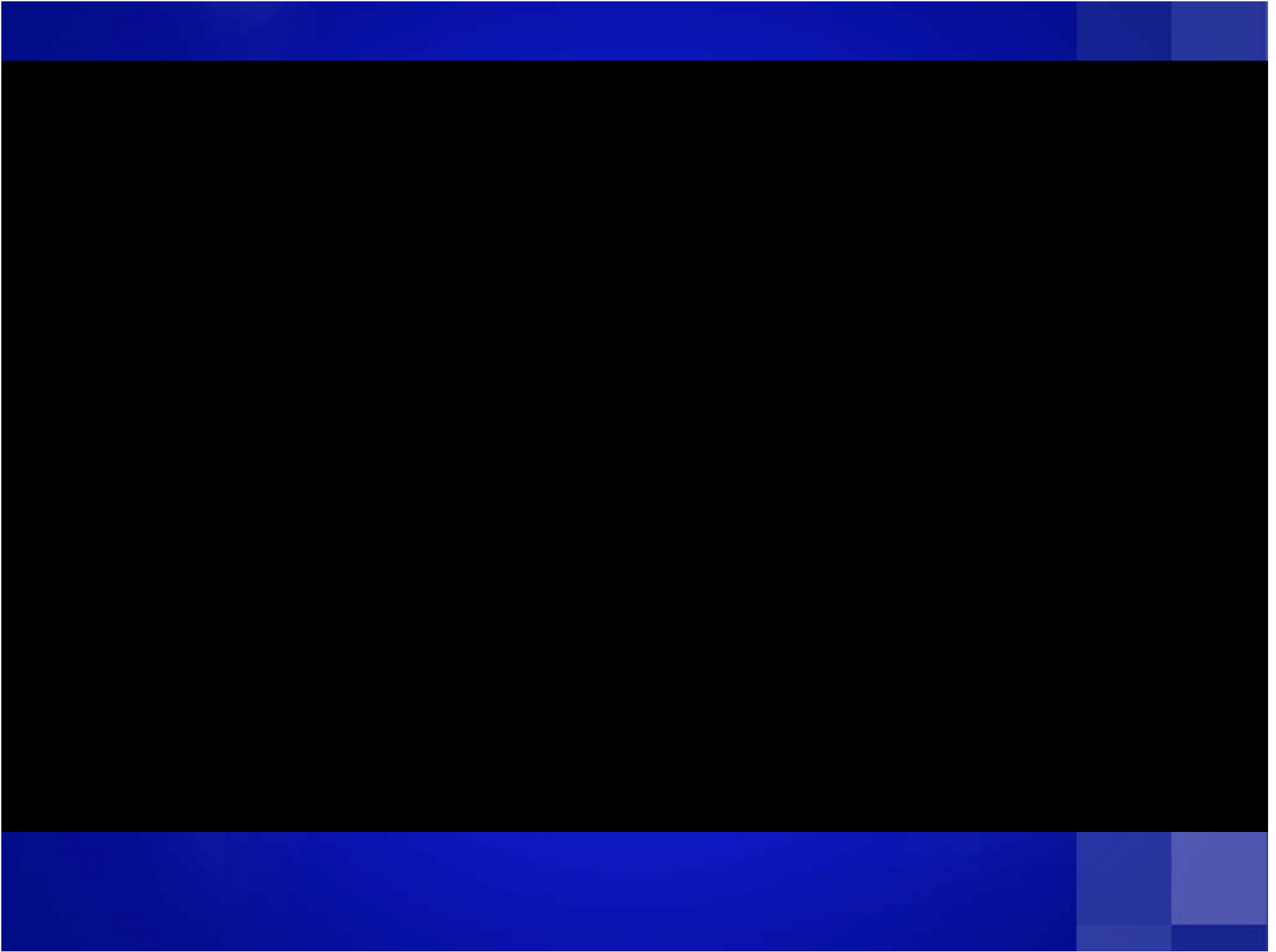
United Way of Southern Nevada works to advance the common good through our focus on education, health and financial stability, the building blocks of a good life. We recruit the people and organizations from all around the community who bring the passion, expertise, and resources needed to get things done. Together, person by person, we can make lasting change.

:: Leadership In Action

MISSION

United Way of Southern Nevada works to advance the common good through our focus on education, health and financial stability, the building blocks of a good life.

We recruit the people and organizations from all around the community who bring the passion, expertise, and resources needed to get things done. Together, person by person, we can make lasting change.



:: Vision



VISION

We believe Southern Nevada is a community where all people can achieve their human potential through a solid educational foundation, financial stability and healthy lives.

:: The Brutal Facts

- **Nearly 30-40% of children** living here in southern Nevada do not have health insurance, and thus do not seek preventative care.
- **Las Vegas ranks 51 out of 50 states** (including District of Columbia) in terms of on time graduation rates.
- **Unemployment in Las Vegas is among the highest** in the country, at roughly 13%.
- **Nearly 6,000 kids are homeless** right now in Las Vegas.

:: Our Focus | Education, Health, and Financial Stability

- The Building Blocks of a Good Life

Health

Education

Financial
Stability



:: Local Results | Health



In 2010-12, United Way helped...

- **73,000** children ages birth to 10 years receive immunizations
- Provide **180,000** immunizations through communitywide partnerships
- Provide **6,400** children with free preventive medical care
- Provide **15,000** dental services without cost to families

:: Local Results | Education



In 2010-12, United Way helped...

- Provide more than **600** students preschool scholarships, getting kids off with a strong start
- **20,000** high school students and their families with increased access to information and resources to increase on-time graduation
- Provide **42,000** hours of professional development training to early childcare providers to increase skill base and competency

:: Local Results | Financial Stability



In 2010-12, United Way helped...

- More than **11,500** tax returns have been filed, with **\$7.5M** in tax credits returned and a total of **\$15.3M** in tax refunds provided back into the community
- More than **11,500** elementary school children participated in financial literacy education, showing a **24%** increase in financial fluency

:: Change the Face of Southern Nevada

Fact-based analysis leads to lasting change



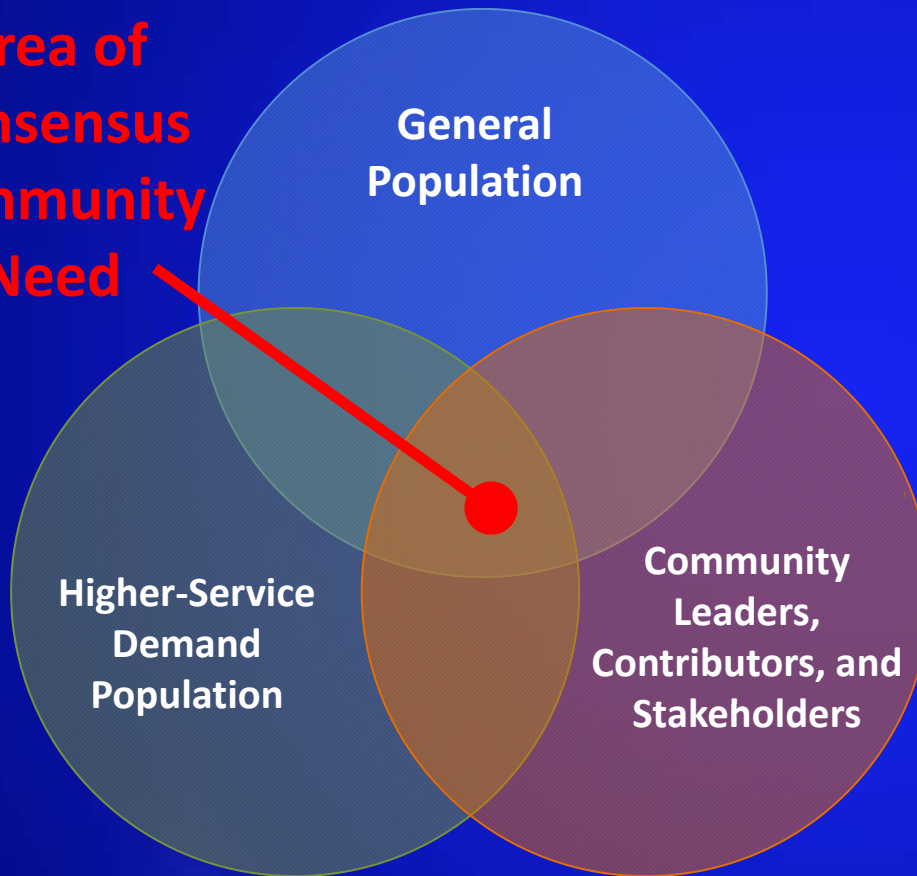
:: Change the Face of Southern Nevada

COMMUNITY ASSESSMENT 2012



Community Needs Assessment Overview

**Area of
Consensus
Community
Need**



Primary goal: obtain information from southern Nevadans as to what they believe are the community's biggest challenges.

Over 800 residents surveyed:

- 400 representing the general population at large
- 411 percent representing lower-income, higher-service demand households
- Smaller sample of community leaders and stakeholders

Survey Approach in Summary

- **Conditional Assessment** | How do you feel about the economy generally and the quality of life in southern Nevada?
- **Issue Identification and Prioritization** | What do you believe are the community's biggest challenges? Identify your top three areas of concern.
- **Issue Exploration (Deep Dive)** | For each of your top three areas of concern, please answer additional questions to determine the specific source of that concern (e.g., if K-12 education is an area of concern, the top sources of that concern might include too many students in the classroom or too few programs to prevent dropping out).

Survey Approach and Parameters

General Approach:	Discovery Nevada surveyed 811 southern Nevada residents, asking them to identify three topic areas of most significant concern to them. For each area of concern, additional in-depth questions on the nature of each topic were further identified.
Survey Population 1 (General Population):	Approximately 400 respondents were surveyed via telephone representing the population at-large.
Survey Population 2 (At Risk Respondents):	411 respondents were intercepted at specific community service entities across the valley. Respondents must have been living in a household in which combined income is at or below 30 percent of the median household income, defined as low-income by HUD.
Survey Population 3 (Opinion Leaders):	A smaller sample of elected officials, United Way board members, and other community members involved in developing or deploying policy initiatives were also surveyed.
Timeframe:	July - August 2012
Confidence Interval:	95 percent
Margin of Error:	±5.0 percent

Community Needs Assessment Summary

While the issues of top concern differed in ranking between the two populations, there is broad consensus among both survey groups regarding:

Employment / Education



Public Safety & Crime

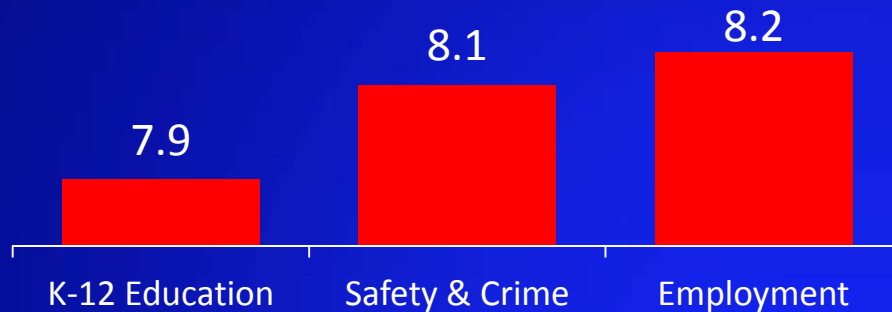


Healthcare



Primary Issues of Concern

General Population



Next Top Five Concerns

Healthcare	7.8
Higher Education	7.7
Support for Disabled	7.4
Poverty	7.3
Housing	7.2

At-Risk Population



Next Top Five Concerns

Safety & Crime	8.7
K-12 Education	8.5
Homelessness	8.5
Hunger	8.4
Substance Abuse	8.4



Primary Issues

1. **Employment / Education**: There are not enough jobs. For those jobs that are available, a significant portion of the population surveyed feels they do not have the right skills to compete for them. For many this is directly correlated to the quality of K-12 education, they were left behind in school; struggling with basic reading and math proficiency.
2. **Public Safety / Crime**: Between 30 to 40 percent of respondents felt that southern Nevada was not a safe place to live. There is increasing concern about general neighborhood safety and increasing levels of child abuse, gang activity, and overall violence.
3. **Healthcare**: Rising costs and limited access; families without health insurance are put at-risk; third tier health care in terms of quality. Even for working families with employer provided health insurance - access, quality and cost are still significant concerns.



THANK YOU!

