

UPSTREAM RESOLUTION of ALIGNMENT
Aligning United Way of the Wine Country Practices and Activities
With the Upstream Investments Initiative

Resolution Date: Friday, April 29, 2011
Board of Directors Meeting

RESOLUTION of United Way of the Wine Country

WHEREAS, the County of Sonoma is sponsoring a community-wide strategic initiative called Upstream Investments with the following **mission**: To facilitate the implementation of prevention focused policies and interventions that increase equality and reduce monetary and societal costs for all residents of Sonoma County.

WHEREAS, the Upstream Investments **vision** for all residents of Sonoma County is that poverty is eliminated and all people have an equal opportunity for quality education and good health in nurturing home and community environments.

WHEREAS, the Upstream Investments Initiative is designed to target the following **factors**:

Social and economic factors

Poverty and racial/ethnic disparities
Community conditions
Public opinion, public policy, and laws

Family and individual factors

Family dysfunction
Negative peer influences
Early antisocial behavior

WHEREAS, the Upstream Investments Initiative seeks to promote four community **goals**:

1. The whole community is engaged in supporting the healthy development of children.
2. Community members have access to education and training and are adequately prepared for the challenges of the future.
3. All community members are well sheltered, safe, and socially supported.
4. Sonoma County has a thriving diverse economy that produces economic security for all.

WHEREAS, the Upstream Investments Initiative seeks to expand **funding** for Model Upstream Programs and also seeks to promote **organizational practices** that support the Upstream Vision.

WHEREAS, the Upstream Investments Strategic Initiative promotes the implementation of outcomes-based practices including Evidence-Based Practices, Promising Practices, and Emerging Practices.

WHEREAS, Twenty-two indicators of success will inform the community about the success of Upstream Investments.

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|---|-------------------------------------|
| 1. Reduced child maltreatment | 12. Improved higher education |
| 2. Reduced youth binge drinking | 13. Improved housing affordability |
| 3. Reduced youth drug use | 14. Reduced homelessness |
| 4. Reduced youth depression | 15. Reduced juvenile arrests |
| 5. Reduced youth tobacco use | 16. Reduced adult arrests |
| 6. Reduced teen births | 17. Reduced domestic violence |
| 7. Reduced obesity | 18. Reduced gang membership |
| 8. Improved pre-school attendance | 19. Improved youth connectedness |
| 9. Improved 3 rd grade reading | 20. Reduced poverty |
| 10. Improved 3 rd grade math | 21. Reduced unemployment |
| 11. Improved high school completion | 22. Improved health insurance rates |

NOW, THEREFORE, BE IT RESOLVED that United Way of the Wine Country shares the Upstream Investments mission, goals, commitment to improving the indicators of success, and vision and has aligned its organizational practices with the Upstream Investments Initiative as follows:

United Way is committed to investing resources in outcome-based efforts and best practices that align with United Way Worldwide pillars to focus on prevention - the root cause to community conditions that lead to poverty and poor health. Furthermore, United Way is committed to promoting and using proven measurement and evaluation methods to demonstrate success in achieving community-wide goals.

The United Way Board of Directors is committed to maintaining United Way as a strong community organization. The Board went through a Strategic Planning process in February 2010 and sanctioned our focus on prevention in the areas of Education, Income and Health. This strategic direction was reinforced by the community through a series of Community Aspiration Sessions convened in 2009.

United Way will use Education, Income and Health as the organizing framework for all aspects of investments, programs, communications, and other resources. United Way's overarching goals for each Education, Income and Health are:

- o **Education**

- LONG TERM GOAL: Cut by half the number of young people who drop out of high school. This will be achieved by investing in efforts that increase school readiness, academic achievement and develop active and engaged young adults.

- CURRENT ACTIONS: Seek to raise third-grade reading proficiency through strategic one-on-one tutoring in the *Schools of Hope* Literacy Initiative.

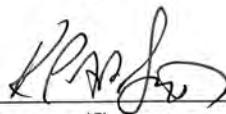
- **Income**
LONG TERM GOAL: Cut by half the number of low-income families that lack financial stability. This will be achieved by investing in helping families maximize income, increase savings, and development of financial assets for long-term stability.
CURRENT ACTIONS: Provide free tax assistance and financial education information to low and moderate-income families in partnership with the *Earn It! Keep It! Save It!* Coalition
- **Health**
LONG TERM GOAL: Increase by a third the number of youths and adults who are healthy and avoid risky behaviors. This will be achieved by supporting maternal health and infant well-being, ensuring access to health care and preventive coverage that promote healthy youth and adults.
CURRENT ACTIONS: Promote FamilyWize, a free resource saving an average 30% on prescriptions and support the work of *Healthy Kids* and *Health Action*.

United Way believes that to create change of a greater magnitude, we have to begin by *declaring bold goals*, and our community will rise to the occasion. We promote work that leads to meaningful *partnerships*. To make real progress, we have to set aside our special interests and think differently about collaboration across all sectors - businesses, elected officials, nonprofits, academia, the faith community, the media, parents and neighbors. Working together, we can accomplish things that no organization, no individual and no government can accomplish on its own.

United Way will base our work and investments on the latest research available in the field and in our local communities, and implemented thoughtfully and with fidelity to achieve desired community results. This philosophy and manner of working directly supports the Portfolio of Model Upstream Programs, of which the *Schools of Hope Literacy Initiative* is a member.

Approved and adopted the 29th day of April 2011. I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the Board of Directors of United Way of the Wine Country.

Following Roll Call Vote:	Ayes:	21
	Nos:	0
	Absent:	4



Kirk Pappas/Secretary
United Way of the Wine Country
Board of Directors