

FREQUENTLY ASKED QUESTIONS

United Way's New Approach



A COLLABORATIVE
APPROACH OF



United Way
of Snohomish County

What is United Way of Snohomish County's new direction?

United Way of Snohomish County is more than a fundraiser. We invest in, partner, convene, and catalyze positive, lasting community change.

Poverty is a complex issue that requires collaborative solutions. Our new direction adopts two promising national models – Collective Impact and a 2-Generational Approach – to help families with children birth to age 8 escape the traps of poverty.

Why are you changing your approach and role in the community?

Many United Ways around the country have moved or are moving toward a Collective Impact model because it creates a focused, measured way to demonstrate progress towards improved long-term outcomes in our community.

United Way of Snohomish County is growing in response to the demands of a changing community. Our work is at the beginning of an exciting new chapter and will focus on cross-sector Collaboratives (groups of community partners working together) creating long-term solutions for families with young children.

What is the 2-Generational Approach?

The 2-Generational Approach provides opportunities and support for children and their families together. This approach, from [Ascend at the Aspen Institute](#), focuses on outcomes around early childhood education; postsecondary and employment pathways; economic assets like stable housing and savings; health and well-being; and social connections like friends, family, and other support groups for both the child and the adult.

What is Collective Impact?

Collective Impact fundamentally changes the way community partners work together by focusing on intentional, measurable collaboration.

The five conditions of Collective Impact are:

- shared understanding of the work (common agenda);
- common progress measures (shared measurement plan);
- coordinated plan of strategies/activities (mutually reinforcing activities);
- communication plan between partners (continuous communication);
- and supporting infrastructure of staff or a central organization (backbone support).

What are some examples of Collective Impact and 2-Generational work?

In the United Way system, Salt Lake City and Lorain County are two examples of others also doing Collective Impact work.

Momentum toward Collective Impact is building across the nation. Hundreds of initiatives are using this framework, including several federal programs such as the 2014 Social Innovation Fund and programs of the Center for Disease Control and Prevention (Source: The Collective Impact Forum, 2015). You can read more about Collective Impact at www.collectiveimpactforum.org.

National conversation is also building around the successful outcomes of surrounding both a child and their family with solutions-based work, or the 2-Generational Approach. Ascend at The Aspen Institute is the leading voice on this approach. Learn more at www.ascend.aspeninstitute.org.

Your United Way of Snohomish County has adopted both models, combining them to create CORE: Creating Open Roads to Equity, a collaborative approach that removes barriers to help families escape the traps of poverty.

Creating Open Roads to Equity (CORE)

What is CORE?

Creating Open Roads to Equity (CORE) is a collaborative approach of United Way of Snohomish County that places the whole family at the center of groups of partners called CORE Collaboratives – multiple nonprofit, public, and private partners working together to give voice to the whole family, making it easier for children birth to age 8 and the adults in their lives to find success together.

Why focus on families with young children?

The learning, development, and stability of a child's early years is crucial to their success in life. Our CORE work is focused on children birth to age 8 because of the profound benefits of early learning and development in young children. This collaborative approach helps to move whole families out of the traps of poverty and toward successful long-term outcomes, effectively changing the lives of their children and generations to come.

What is a Collaborative?

A collaborative partnership or "Collaborative" is a formalized group of cross-sector partners utilizing a 2-Generational approach and the conditions of Collective Impact.

In January 2018, United Way awarded grants to 5 CORE Collaboratives, which include a total of 68 cross-sector partners. Each Collaborative project will receive up to \$210,000 annually over the next three years (2018-2020).

