



What is CORE?

Creating Open Roads to Equity (CORE) is about placing the whole family at the center of a collaborative partnership where multiple nonprofit, public, and private partners are working to meet the needs of both the child and the adults in their life, together.

What is a Collaborative?

A collaborative partnership or “Collaborative” is a formalized group of cross-sector partners utilizing the conditions of Collective Impact: 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) with a focus on long-term outcomes for young children and their families with low income.

What is Collective Impact?

Collective Impact fundamentally changes the way community partners work together to significantly shift the needle on social issues through intentional, measurable collaboration.

What is the 2-Generational Approach?

The 2-Generational approach provides opportunities for, and meets the needs of, children and their families together. This approach focuses on outcomes around early childhood education; postsecondary and employment pathways; economic assets like stable housing and savings; health and well-being; and community connections like friends, family, and other social groups for both the child and the adults in each family.

How will CORE help families with young children?

CORE is about addressing complex root causes as unique as each family. It's about moving families with young children toward successful, long-term outcomes to effectively change the lives of their children and generations to come.

Why focus on children birth to age 8?

The learning, development, and stability of a child’s early years is crucial to their success in life. The profound benefits of early learning and development in young children helped us narrow our focus to children birth to age 8 and their families as the first step into our new work.

Why United Way?

United Way of Snohomish County is moving beyond its traditional role of being a fundraiser to being a funder, partner, convener, and catalyst for positive, lasting community change.

Our value proposition:

United Way of Snohomish County is the only organization in the community funding multiple cross-sector Collaboratives—groups of community partners with a shared action plan—working together on long-term outcomes for children birth to age 8 and their families with low income.