

MOBILIZATION UPDATE

Dec. 2011 Report to the Board

EDUCATION

- Lead partners have been selected for all of our Schools as Hubs. Each school developed a Hub Team that reviewed proposals, interviewed candidates, and made the final decision. The Hub Teams were composed of principals, teachers, parents, neighborhood stakeholders, and United Way education volunteers.
 - Leverette chose the YMCA/JCC of Greater Toledo and is now in the process of interviewing candidates for the Hub Director position.
 - Pickett and Robinson both chose The University of Toledo, Judith Herb College of Education, Health Science and Human Service.
 - Scott chose Lutheran Social Services.
- Women's Initiative of United Way is having conversations with Rosary Cathedral about being the pilot for their new writing program. The following mission and goals have also been identified.
 - Mission: To encourage and inspire creative writing.
 - Goals:
 - To nurture and encourage students in a positive environment to produce writing projects of exceptional quality.
 - To help students discover their "inner author" through an interactive creative writing process.
 - To support classroom teachers' goals and objectives for essential writing projects for their students.

HEALTH

- Last week was our first Health mobilization meeting at United Way Worldwide. The Health Mobilization travel team includes: United Way staff, Sarah Bucher (YMCA/JCC), Stephanie Cihon (ProMedica), Vanessa Fitzpatrick (Mercy Children's) and Dr. Barb Gunning (Toledo-Lucas County Health Department). The presence of our community partners and their willingness to travel to United Way Worldwide spoke to the level of partnership our health work has established.
- Both Robert Wood Johnson Foundation (RWJ) and Prevention Institute provided insightful approaches and comprehensive strategies to address community-wide health issues. Our goal in participating in Health Mobilization is to equip our community to create and execute high-impact health strategies. Specifically, we will use the opportunity to help accelerate our work in Live Well (formally Pioneering a Healthier Community, a community-wide initiative to increase healthy eating and physical activity) and strengthen our work around clinical care.

- Takeaways from the meeting include:
 - While we are doing quality health work throughout the spectrum, (<http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html>) our community's challenge is connecting and coordinating the work.
 - Social and economic (non-health) factors such as education, employment, and community safety has a direct impact on health outcomes (<http://www.countyhealthrankings.org/our-approach>). This strengthened our belief that the work in education, income, and health is interrelated.
 - Our organizational transformation of turning outward and success in creating and executing community impact strategies continues to position our local United Way as a leader among other local United Ways.
 - A major next step in our health work is gaining community consensus on long-term population health goals and establishing intermediate measurements to track progress.

MOBILIZATION

- We will be doing a diversity assessment created by United Way Worldwide in January and February.
- The Volunteer Center has been meeting with several area companies to discuss the possibility of creating a Corporate Volunteer Council. A Corporate Volunteer Council would allow companies an opportunity to share best practices on engaging employees in volunteerism and to identify projects companies could work on jointly to create an even larger community impact. The group decided this would be of value and will meet in January to formalize a purpose, structure, and next steps.
- Our ambassador volunteers are supporting our health work by distributing backpacks of healthy food at Leverette Elementary School. With the help of Mobile Meals, we have provided 246 students with bags of food for children to take home with them over the weekend and our numbers are increasing each week.
 - The school has reported they are receiving calls from parents asking us to give the younger siblings additional bags to take home since the older siblings still fear the “stigma” of getting teased for accepting a “hand-out”.
- The Campaign to Recruit 5,000 Readers and Tutors has resulted in nearly 500 recruited and trained/background checked readers and tutors since July. Below is the breakdown.
 - Read for Literacy has trained or is in the process of training 120 volunteers (20 of which are in TPS).

- Partners in Education have background checked 298 volunteers since July and only 2 have been denied.
 - Fifty-five other unique referrals have been made to program partners. We are working on a more formal agreement and reporting procedures with additional program partners.
- The Ottawa County Recruiting Readers campaign is off to a great start. Ida Rupp Library has trained 30 volunteers and has 10 more scheduled. US Gypsum featured this opportunity in their monthly newsletter resulting volunteers and the company is purchasing books for the program. Volunteers will start in January at WSOS Early Childhood Center.