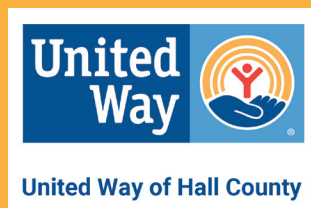


# COMMUNITY GAME PLAN

2nd Edition, September 2022



# Acknowledgments

Special thanks to Emory Epidemiology students Ivory Datcher, Emily Zheng and Alexandra Jahn, University of Georgia Community Development student David Metcalf and Dr. Kim Skobba, Associate Professor, Housing Management & Policy Program at the University of Georgia for their research and input toward the updated information shared in this 2022 Community Game Plan.

We are also very grateful for the many community leaders and agencies who offered their time and expertise to make this 2022 Community Game Plan update successful. These include but are not limited to: Northeast Georgia Health System, District 2 Public Health, Good News Clinics, Ninth District Opportunity, J's Place Recovery Center, Gainesville Housing Authority, Georgia Mountain Food Bank, Gainesville City School System, Hall County School System, Hall County Family Connection Network, Dr. Merrienne Dyer and Duane Schlereth.

Through collaboration with our community, we can do more together.

Thank you,

*United Way of Hall County*

# Organizing for Impact

In April 2017, more than 250 community members came together to discuss both the great attributes and challenges of our community and to analyze the gaps in services for those in our community experiencing poverty. This Community Gaps Analysis was initiated by the United Way of Hall County board of directors and was professionally facilitated by the Learning Supports division of the Scholastic Education Group and a former superintendent of the Gainesville City School System.

While this event was our first public gathering to collectively study the needs of our community, the discussion began in our board room years earlier and spread to the offices of community leaders where we asked, “What is our community’s most daunting social crisis and how can we unite to move the needle?”. Through these discussions and our Community Gaps Analysis, we heard different concerns and challenges, but one overarching need that touched everyone was poverty.

The mission of United Way of Hall County is to unite people, organizations and resources to improve lives in our community. We knew that we would not be able to address poverty on our own, instead we must unite. Together, we can solve problems larger than any one of us can solve alone. We set out to convene a working group of residents, community leaders and subject matter experts to examine research and community assets and determine sustainable, long-range, community level goals in our focus areas of education, financial stability and health to, ultimately, eliminate poverty in Hall County.

The research began with a two-pronged approach, One Hall and The Compass Center. We joined efforts with a group of caring and passionate members of our community called Gainesville United Against Poverty. This group had gained consensus about “the community we want to be” and that became the heartbeat of our actions to address poverty from a strategic level. We evolved our group into One Hall: United Against Poverty and enlisted the experts in our community to lead the way as we began to envision a Hall County without poverty.

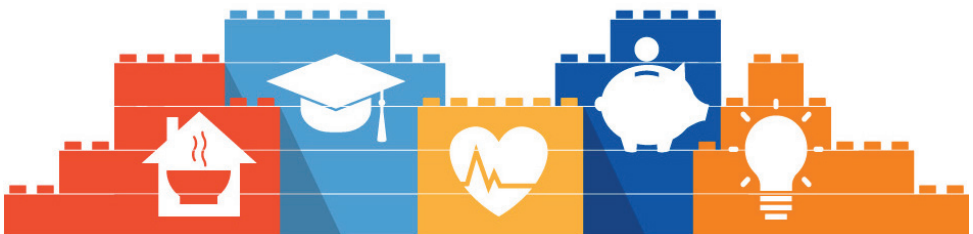
We met each month that year in five focus areas: Adequate Affordable Housing, Hunger Alleviation, Comprehensive Health and Wellness for All Ages, Accessible Education for All Ages and Economic Possibilities for All. In the meetings we gathered details on existing resources, heard from the clients themselves and developed a collective vision.

Simultaneously, on March 1, 2017, United Way opened The Compass Center, a resource navigation center aimed at helping residents navigate existing resources in our community to address multi-dimensional needs. We knew that before we could create a model to address poverty, we must first understand the reality of our population experiencing poverty and the agencies working to help them.

In March of 2018, the board engaged the University of Georgia Fanning Institute to study Hall County data and the many local factors that contribute to poverty. We took this data to our One Hall committee experts that were now merged into three focus areas of Education, Financial Stability and Health.

The Community Game Plan is the culmination of the collective research, experience and expertise of local leaders willing to come to the table for the common good of us all. We desire to restore dignity to those struggling to make ends meet and to break the cycle of generational poverty. We believe that the opposite of poverty is not wealth but peace, and that when we reach out a hand to one, we influence the condition of all.

The following pages outline a long-range plan to align our collaborative efforts to position our community for effective collective impact.

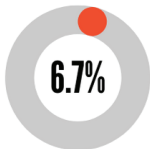


# Table of Contents

Acknowledgments.....	2
Organizing for Impact.....	3
Understanding the Levels of Poverty.....	5
Why Should Poverty Matter to You?.....	6
Education.....	7
Health.....	17
Financial Stability.....	27
Change Won't Happen Without You.....	37

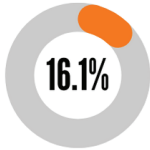
# Understanding the Levels of Poverty

Extremely poor, very poor, poor/low-income and self-sufficient are terms used in plans and discussions about moving out of poverty. The chart below indicates the levels of poverty in Hall County. The 2020 Federal Poverty Guideline for a family of 4 was \$26,200 per year.



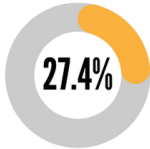
**Extremely Poor**  
\$13,100 - \$32,750 (family of 4)

50% - 125% of federal poverty level. Struggling or unable to afford very basic needs including food, housing, clothing, transportation and healthcare.



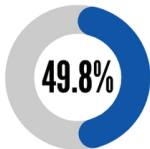
**Very Poor / Low-Income**  
\$39,300 - \$48,470 (family of 4)

150% - 185% of federal poverty level. Likely employed; income does not cover the basic household necessities and often requires public assistance.



**Financially Burdened**  
\$52,400 - \$78,600 (family of 4)

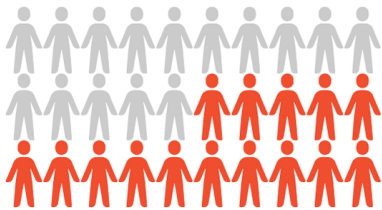
200% - 300% of federal poverty level. Likely employed with a higher wage; income does not cover basic household necessities but most public support is not available at this level.



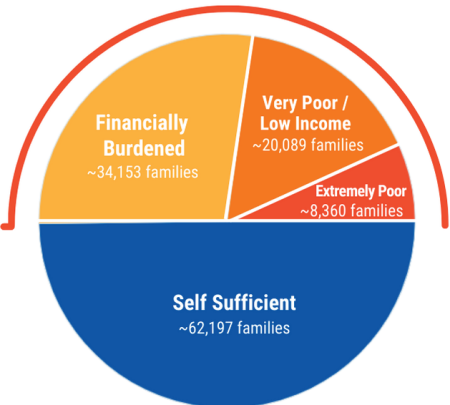
**Self Sufficient**  
Above \$78,600 (family of 4)

Above 300% of the poverty level. Have achieved economic success, and no longer need public assistance or family support.

Out of **124,799** families in Hall County



**50.2%** are not self sufficient



# Why Should Poverty Matter to You?

Hall County, Georgia, is a thriving community with a rich history of caring for those in need. A place for families to grow and prosper with great economic opportunity, yet many struggle to make ends meet. With a population estimated at 203,136 and continuing to grow, **50.2% of that population are not self-sufficient earning \$78,600 or less as a family of four.** With the scale tipped toward poverty, our community will experience reduced buying power and tax revenues, and **ultimately less economic growth.**

In addition,

- ▶ **Less than 15% of children living in poverty who need mental health care are receiving the proper care, and even less are completing the necessary treatment.**

*Hodgkinson S, Godoy L, Beers LS, Lewin A. Improving Mental Health Access for Low-Income Children and Families in the Primary Care Setting. Pediatrics. Jan 2017;139(1)doi:10.1542/peds.2015-1175.*

- ▶ **Problems with housing quality, stability and affordability can be destructive to the mental, behavioral, and developmental outcomes of children.**

*William Schupmann, How Housing Quality Affects Child Mental Health, October 26, 2017.*

- ▶ **The ratio of age-appropriate books per child in low-income neighborhoods is 1 book per 300 children, compared to middle-income neighborhoods where the ratio is 13 books per child.**

*Jordan Langs, Poverty Impedes Children's Education Long Before They Enter The Classroom – Here's How We Can Change That, April 4, 2022.*

## Together, we can change what's possible.

In the following pages, we outline the unique challenges in Hall County. We lay out a vision for our future and strategies to achieve that vision to ultimately create pathways out of poverty. These community-level shared goals will align our collective efforts to **FUND, ADVOCATE, COLLABORATE and EDUCATE.**

# Education



## *Our challenges:*

**45% of students in the Hall County School System and 50% of the Gainesville City School System are reading below grade level by 3rd grade.**

Georgia Department of Education, 2021-2022 Georgia Milestones Scores

**22% of students in Gainesville City Schools and 18% of Hall County School System students were chronically absent, missing 10% or more of the school year.**

Annie E. Casey Foundation Kids Count Data Center, 2021

**60.4% of children ages 3-4 in Hall County did not attend preschool.**

Annie E. Casey Foundation Kids Count Data Center, 2016-2020

**40.3% of Georgia students have not completed education or training beyond high school. 41% of graduating students in Hall County in 2019 did not enroll in a post-secondary institution.**

Governor's Office of Student Achievement

\*The education of students in Hall County initially improved after the release of the Community Game Plan in 2018. The strategies utilized by the Hall County School System and Gainesville City School System were effective in progressing the status of education in Hall County. Unfortunately, the COVID-19 pandemic has introduced significant challenges to continual improvement in the education sector.

***Our aspiration is that all residents of Hall County will have opportunities to learn in order to help them achieve their potential.***

# 45%

of students in Hall County School System  
and 51% of students in Gainesville City School  
System are reading below grade level by 3rd grade.

*Georgia Department of Education, 2021-2022 Georgia Milestones Scores*

**We envision  
a future  
where...**

We envision a future where all children are reading proficiently on grade level by 3rd grade, a leading predictor of high school graduation and health outcomes. We seek to partner with educational institutions and community-based organizations to ensure all students are reading on grade level by 3rd grade.

**Key  
Indicators  
we seek  
to address...**

Stress of poverty such as crowded conditions, financial worry, and lack of adequate childcare leads to impaired learning ability in children from improvised backgrounds.

*Clancy Blair of New York University and the ECLS-B*

Children from low-income families fall behind in their reading proficiency by as much as 2 months during the summer. The achievement gap produced by summer learning loss grows over the years until it is nearly insurmountable.

*Annie E. Casey Foundation, "Early Warning Confirmed: A research Update on Third Grade Reading"*

Students who [are] not proficient in reading by the end of third grade were 4x more likely to drop out of high school than proficient readers. In fact, 88% of students who failed to earn a high school diploma were struggling readers in 3rd grade.

*EARLY WARNING! Why Reading by the End of Third Grade Matters, A Kids Count Special Report by the Annie E. Casey Foundation, 2019*

# Strategies to achieve our vision...

## **FUND:**

- Programs that reduce summer learning loss
- Opportunities that reduce the stress of poverty and neglect for students and families

## **ADVOCATE:**

- Support community efforts to improve reading proficiency in critical years of kindergarten through 3rd grade before the transition from learning to read to reading to learn

## **COLLABORATE:**

- Create volunteer and engagement opportunities that build awareness and support reading proficiency by 3rd grade

## **EDUCATE:**

- Develop understanding of the importance of reading from birth to achieve reading proficiency by 3rd grade

# 22%

of students in Gainesville City Schools  
and 18% of students in Hall County Schools  
were chronically absent, missing 10%  
or more of the school year.

*Annie E. Casey Foundation Kids Count Data Center, 2021*

**We envision  
a future  
where...**

We envision a future where our community recognizes the importance of regular and consistent school attendance for all grade levels and children attend school consistently without chronic absenteeism. We seek to address the barriers and challenges that hinder our most vulnerable population from regular attendance.

**Key  
Indicators  
we seek  
to address...**

Chronic absenteeism has negative effects on academic achievement and disproportionately affects students from low-income families.

*Annie E. Casey Foundation, "Early Warning Confirmed: A research Update on Third Grade Reading"*

Chronic absence in kindergarten predicts the lowest levels of educational achievement by fifth grade.

*Present, Engaged, and Accounted For: The Critical Importance of Addressing Chronic Absence in the Early Grades, Annie E. Casey Foundation, The National Center for Children in Poverty, September 1, 2008*

Whether children attend school regularly reflects whether children's environments - including family, schools, community, culture, and society - adequately address their needs.

*Present, Engaged, and Accounted For: The Critical Importance of Addressing Chronic Absence in the Early Grades, Annie E. Casey Foundation, The National Center for Children in Poverty, September 1, 2008*

# Strategies to achieve our vision...

## **FUND:**

- Programs that work with low-income families to break down barriers that inhibit children from attendance and attaining their education

## **ADVOCATE:**

- Support community efforts to model successful school engagement initiatives

## **COLLABORATE:**

- Combine efforts with initiatives that promote school attendance

## **EDUCATE:**

- Support community efforts to improve public understanding of the importance of regular and consistent school attendance

# 60.4%

## of children in Hall County ages 3-4 did not attend preschool.

*Annie E. Casey Foundation Kids Count Data Center, 2021*

**We envision  
a future  
where...**

We envision a future where families are informed about the benefits of early childhood education and children have the opportunity to participate in early children education programs that will prepare them for educational success.

**Key  
Indicators  
we seek  
to address...**

Research shows that every dollar invested in high-quality early childhood education produces a 7 to 10 percent annual return on investment. As Nobel Prize-winning economist James Heckman points out, the longer society waits to intervene in children's lives, the more costly and difficult it becomes to make up for early setbacks — both for the struggling child and for the nation as a whole.

*The First 8 Years, Giving Kids a Foundation for Lifetime Success, Annie E. Casey Foundation, 2013*

By building public awareness about early learning, school readiness efforts gain advocates in public education and the business community.

*Improving School Readiness Outcomes, Lessons from Six Communities, Annie E. Casey Foundation, 2003, pg. 3*

Systematic reviews of studies examining the effects of three types of center-based [Early Childhood Education] programs, found that they were associated with improved cognitive development, improved emotional development, improved self-regulation, improved academic achievement.

*Early Childhood Education, Interventions Addressing the Social Determinants of Health, Center for Disease Control and Prevention, 2016*

# Strategies to achieve our vision...

## **FUND:**

- Programs that focus on early childhood education and brain development

## **ADVOCATE:**

- Provide information on pre-school enrollment and opportunities that support early childhood development and education

## **COLLABORATE:**

- Programs that focus efforts on educating families on early childhood development and focus on connecting families with early childhood education opportunities

## **EDUCATE:**

- Support community efforts to improve public understanding of the importance of regular and consistent school attendance

# 40.3%

of Georgia students have not completed education or training beyond high school. 41% of graduating students in Hall County in 2019 did not enroll in a post-secondary institution.

*Governor's Office of Student Achievement*

**We envision  
a future  
where...**

We envision a future where families are informed about the benefits of early childhood education and children have the opportunity to participate in early childhood education programs that will prepare them for educational success.

**Key  
Indicators  
we seek  
to address ...**

60% of jobs in 2025 will require some higher education.

*Complete College Georgia, <https://completecollegega.org>*

A new graduate who completes atleast an associates degree will earn, on average, \$15,340 more a year than someone who did not complete high school or an alternative.

*Alliance for Excellent Educations "The Graduation Effect" with support from State Farm*

58% of young adults who graduate and go on to post-secondary training do not complete the training, leaving them with debt and 38% less earning potential than their peers who completed post-secondary training.

*Governor's Office of Student Achievement High School Outcomes Dashboard.*



# Strategies to achieve our vision...

## **FUND:**

- Programs that provide college and career preparation to fulfill the workforce needs of our community
- Opportunities that prepare students for career pathways and financial stability

## **ADVOCATE:**

- Support community efforts to reduce the cost of student debt related to post-secondary education

## **COLLABORATE:**

- Create volunteer business engagement opportunities that help to prepare students for the workforce through internships, apprenticeships, certifications, and mentoring

## **EDUCATE:**

- Programs to educate parents about career planning and preparing students for post-secondary completion and the workforce

# Health



Life expectancy is

**10-15**

**years less for someone in poverty, while the life expectancy gap within Hall County is about 10 years.**

*The Association Between Income and Life Expectancy in the United States, 2001-2014  
CDC's National Center for Health Statistics Data Visualization for Life Expectancy, 2010-2015*

**We envision  
a future  
where...**

We envision a future where everyone has the opportunity to be healthy and active. We seek to support at-risk populations to address health disparity in our community.

**Key  
Indicators  
we seek  
to address...**

Socioeconomic factors such as income, education, employment, community safety and social support systems can have significant impact on how well and long people live.

*How are Income and Wealth Linked to Health and Longevity? Urban Institute, April 2015*

Children in poor families are approximately 4x as likely to be in poor or fair health as children in families with incomes at or above 400% of the federal poverty level (\$106,000+ for family of 4).

*Socioeconomic Disparities in Health in the United States: What the Patterns Tell Us, American Journal of Public Health*



# 25%

## of Hall County has low access to food.

*Department of Agriculture*

**We envision  
a future  
where...**

We envision a future where families have access to healthy fruits and vegetables. We seek to eliminate barriers to healthy food and choices.

**Key  
Indicators  
we seek  
to address...**

Adults in low food-secure households are 15% more likely to have chronic illnesses than adults in households with high food security.

*Food Insecurity, Chronic Disease, and Health Among Working-Age Adults. Vol. ERR-235. 2017. Economic Research Report.*

According to Feeding America, 21,890 residents were found to be food insecure. 41% of those who are food insecure have incomes below the SNAP threshold of 130% of the Federal Poverty Level. However, 26% have incomes above many of the nutritional program FPL threshold of 185%. These statistics indicate that there is a portion of the low-income population that is making too much income to qualify for Georgia's food assistance programs.

*Feeding America. Food Insecurity in Hall County Before COVID-19. Accessed May 2021. <https://map.feedingamerica.org/county/2019/overall/georgia/county/hall>*

Adults with very low food secure households are 10.5% more likely to be diagnosed with hypertension, 15.3% more likely to have chronic illnesses.

*Gregory, CA, Coleman-Jenson A. Food Insecurity, Chronic Disease, and Health Among Working-Age Adults. Vol. ERR- 235. 2017. Economic Research Report*

# Strategies to achieve our vision...

## **FUND:**

- Programs that improve availability and accessibility of healthy food choices
- Programs that work to prevent obesity and chronic illnesses

## **ADVOCATE:**

- Supports community efforts that encourage client involvement and choice when accessing food

## **COLLABORATE:**

- Collaborate with neighborhoods in food deserts to exchange ideas, leverage resources and drive collective action

## **EDUCATE:**

- Educational opportunities for how to make eating healthy easy, affordable, and delicious
- Nutritional education on the medical benefits of healthy eating

# Population to mental health provider ratio in Hall County is

# 1210:1

## compared to 290:1 for top US performers

*County Health Rankings, 2020*

**We envision  
a future  
where...**

We envision a future where behavioral health needs are recognized and treated. We seek to increase knowledge of access to behavioral health services.

**Key  
Indicators**

The Hall County suicide rate is 16.9 per 100,000 people compared to the state benchmark of 14 per 100,000.

*County Health Rankings, 2021*

**we seek  
to address ...**

Drug overdoses often are related to underlying mental health issues. In Hall County there are 95 overdose related deaths per 100,000 people compared to the average of 22.4 deaths per 100,000 people in the state of GA.

*County Health Rankings, 2021*

Children living in lower-income households have a higher prevalence of parent-reported diagnosis of mental behavioral, developmental disorders. They also have a lower prevalence of having been seen by a health care provider in the past year.

*Cree RA, Bitsko RH, Robinson LR, et al. Health Care, Family, and Community Factors Associated with Mental, Behavioral, and Developmental Disorders and Poverty Among Children Aged 2–8 Years – United States, 2016. 2018;67:1377-1383. doi:<http://dx.doi.org/10.15585/mmwr.mm6750a1external>*

Low educational attainment, poverty, unemployment, high-risk behaviors, and isolation are all factors that contribute to substance abuse.

*The Rural Health Information Hub*





# Population to primary healthcare provider ratio in Hall County is

# 1608:1

## compared to 1010:1 for top US performers

County Health Rankings & Roadmaps

**We envision  
a future  
where...**

We envision a future where people get the right care, at the right place, at the right time.

**Key  
Indicators  
we seek  
to address...**

26.34% of the adult population in Hall County does not have Medical Insurance.

*US Census Bureau, Small Area Health Insurance Estimates, 2020.*

30.5% of adults in Hall County are diagnosed as obese with a BMI greater than 30.0 compared to the Georgia average of 28.4%. In addition, 25.3% of adults in Hall County report having no leisure time for physical activity.

*National Center for Chronic Disease Prevention and Health Promotion, 2019  
CSC, Behavioral Risk Surveillance System, 2019*

21% of adults in Hall County are reported to be in poor to fair general health.

*<https://www.usnews.com/news/healthiest-communities/georgia/hall-county>, accessed 8/23/2022*

### **Rate of Chronic Illness in Hall County compared to the Georgia Average:**

- Heart Disease: 6.4% compared to Georgia average of 5.9%

*Behavioral Risk Surveillance System, 2019*



# Financial Stability

## *Our challenges:*

**27.3% of households in Hall County in 2019 were cost burdened, with housing costs exceeding 30% of the household income.**

*Census Bureau, ACS, 2015-2019*

**50.2% of Hall County families are not self-sufficient, earning \$78,600 or less as a family of four.**

*2020" Poverty Status in The Past 12 Months of Families, Census Bureau, ACS 5-Year Estimate*

**3,529 households in Hall County have no vehicle.**

*2020 Federal Poverty Guideline, U.S. Census, ACS 2020 (5-Year Estimates)*

**55% of children in Hall County were eligible for free/reduced price lunch for the 2020-2021 school year.**

*National Center for Education Statistics, 2020-2021 School Year*

***Our aspiration is that all residents of Hall County have opportunities to meet their basic needs and achieve self-sufficiency.***

# 27.3%

of households in Hall County in 2019 were cost burdened, with housing costs exceeding 30% of the household income.

*Census Bureau, ACS, 2015-2019*

**We envision  
a future  
where ...**

We envision a future where housing is available for all families. We seek to create solutions that support adequate, affordable, and available housing for those 250% of the federal poverty guideline (\$52,400 for a family of 4) and below.

**Key  
Indicators  
we seek  
to address ...**

\$337/month is affordable rent for someone earning the federal minimum wage which is \$7.25/hour.

*National Low Income Housing Coalition-assuming 40-hour work week, 52 weeks per year.*

Rent affordable to the typical renter in Hall County is \$824 per month. The average cost of rent in Hall County is \$1,589 per month.

*2021 Out of Reach Report, National Low-Income Household Coalition, [https://nlihc.org/sites/default/files/oor/2021/Out-of-Reach\\_2021.pdf](https://nlihc.org/sites/default/files/oor/2021/Out-of-Reach_2021.pdf) pgs. 11-14 & 69; <https://www.rentcafe.com/apartments-for-rent/us/ga/hall-county/> accessed 08/23/2022*

20% of Georgia residents have been reported as being late on rent in 2021.

*Joint Center for Housing Studies of Harvard University, [The Highest Share of Households Behind on Rent Were in the South](#)*

# Strategies to achieve our vision...

## **FUND:**

- Transitional housing (non-permeant) solutions that aid access to housing

## **ADVOCATE:**

- Support solutions that provide quality housing for rent of \$892/month or less
- Develop understanding of housing needs and identify and engage landlords for mutually beneficial solutions
- Advocate for public-private partnerships to address housing affordability and availability

## **COLLABORATE:**

- Convene key educational institutions and community-based agencies to exchange ideas, leverage resources and drive collective action
- Create business engagement opportunities for creative and collaborative housing solutions

## **EDUCATE:**

- Available housing listing to be created through shared information among subsidized, income-restricted, income-based voucher and private rental housing

# 50.2%

of Hall County families are not self-sufficient, earning \$78,600 or less as a family of four.

*2020 Poverty Status in The Past 12 Months of Families, Census Bureau, ACS 5-Year Estimates*

**We envision  
a future  
where...**

We envision a future where families are supported to achieve financial stability. We seek to create opportunities for families to become self-sufficient through budgeting, debt management and increased earning potential.

**Key  
Indicators  
we seek  
to address...**

There are 320+ unsheltered homeless in Hall County.

*National Low Income Housing Coalition-assuming 40-hour work week, 52 weeks per year.*

To create pathways out of poverty, one must establish financial stability. Keys to financial stability include:

- Earning a self-sufficient income
- Improving credit score to 650+
- Paying 40% or less of monthly expenses to debt services
- Savings of at least one month of living expenses

There are many barriers to obtaining a self-sufficient income such as child-care affordability and availability, transpiration to employment and lack of education or certification.



# Strategies to achieve our vision...

## **FUND:**

- Financial literacy programs that work with clients beyond the classroom to establish financial stability
- Support services offered on sliding scale to improve access for low-income clients

## **ADVOCATE:**

- Job training and workforce development to achieve greater earning potential
- Advocate against predatory lending practices

## **COLLABORATE:**

- Convene financial institutions and key stakeholders to leverage opportunities for financial stability by removing barriers
- Support job opportunities that provide a living wage for qualified candidates

## **EDUCATE:**

- Increase opportunities for job training and work-ready certifications

# 3,529

## households in Hall County have no vehicle

2020 Federal Poverty Guideline, U.S. Census, ACS 2020 (5-Year Estimates)

### We envision a future where...

We envision a future where systems of transportation are in place to ensure access to school, food, healthcare, and other critical needs. We advocate for public-private partnership solutions to address transportation needs.

### Key Indicators we seek to address ...

The majority of non-profit service providers in Hall County say inadequate transportation is a barrier to services and client success.

As unemployment rates fall, there is greater need for low-income individuals to be included in the labor pool, but in many cases, lack of transportation creates a barrier to employment.

<https://www.businessinsider.com/lack-of-transport-is-a-major-obstacle-to-employment-for-americas-poor-2018-1>

Families with limited transportation lack access to services such as education opportunities, food pantries, childcare and summer learning supports.

# Strategies to achieve our vision...

## **FUND:**

- Programs that improve employer/employee connectivity
- Solutions that improve access to transportation

## **ADVOCATE:**

- Expanded service area and service hours of public transportation
- Partnership to create a commuter bus service to attract workers from areas outside of existing public transit reach
- Exploration of multiple forms of transportation options and opportunities

## **COLLABORATE:**

- Convene key public, private and community-based agencies to exchange ideas, leverage resources and drive collective action to enhance transportation options
- Seek public-private partnerships to improve workforce accessibility through expanded transit

## **EDUCATE:**

- Improve public awareness of environmental benefits and increased socialization provided by public transit options

# 55%

of children in Hall County were eligible for free/reduced price lunch for the 2020-2021 school year.

*National Center for Education Statistics, 2020-2021 School Year*

**We envision  
a future  
where...**

We envision a future where everyone has access to food, shelter, clothing, and a sense of security. We seek to create a network of emergency assistance for our most vulnerable and at-risk population.

**Key  
Indicators  
we seek  
to address ...**

Hall County School System and Gainesville City School System had a total of 835 McKinney Vento homeless students.

*2021-2022 Academic year*

The Gainesville Housing has a 2-3 year waiting list made up of 700+ families for 2-4-bedroom apartments. There are 1000+ individuals waiting for 1-bedroom apartments with a wait time of 2-3 years.

*Gainesville Housing, 2022*

The underlying issues of poverty can lead to child maltreatment and unnecessary child removal from the home.

# Strategies to achieve our vision...

## **FUND:**

- Programs that provide emergency assistance for food, shelter, clothing, and safety
- Opportunities that restore dignity to clients as they move from emergency need to self-sufficiency
- Programs that provide children opportunity for a safe and loving home

## **ADVOCATE:**

- Provide functional support that equips clients to move toward autonomy
- We advocate for stability and self-sufficiency at all income levels

## **COLLABORATE:**

- Create a collaborative network of services to provide complete wraparound support of our most vulnerable citizens
- Seek opportunities for unified effort to be replicated across the community and not duplicated

## **EDUCATE:**

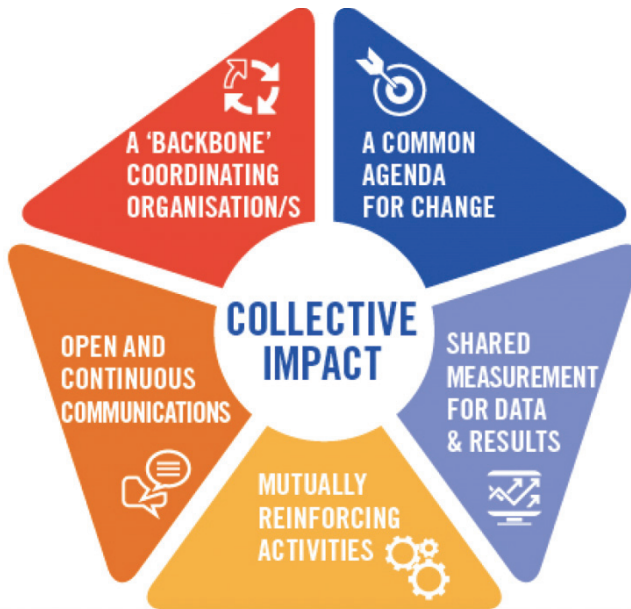
- Educate clients and volunteers about the value of restoring dignity to those experiencing need

# Change Won't Happen Without You

We must all work together to move our neighbors out of poverty. We could all work in silos and then compare our results, but that is not the most efficient or effective strategy. Instead, we will continue to utilize this Community Game Plan as a resource for collective impact.

Collective impact is the commitment of a group of individuals from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration. Successful collective impact initiatives have five conditions that together produce true alignment and lead to powerful results: a common agenda, sheared measurement systems, mutually reinforcing activities, continuous communication, and a backbone support organization.

As we continue to move through the implementation phase of this important work, it will be essential to continually diversify and broaden our leadership. United Way is committed to working with others to staff, resource and provide oversight of this effort. Through One Hall: United Against Poverty, committees have been formed to support the work of each focus area in this plan. One Hall will continue to welcome new community members interested in creating pathways out of poverty.



# YOU CAN GIVE.

Host a workplace giving campaign  
Join the United Way Legacy Society by including United Way in your will  
Become a corporate sponsor  
Make a donation at [unitedwayhallcounty.org/donate](https://unitedwayhallcounty.org/donate)

# YOU CAN ADVOCATE.

Attend One Hall meetings  
([unitedwayhallcounty.org/onehall](https://unitedwayhallcounty.org/onehall) for meeting details)  
Share United Way social media posts and join the conversation  
Have a conversation that matters with your friends and family

# YOU CAN VOLUNTEER.

Find volunteer opportunities in our community by visiting  
[unitedwayhallcounty.org/volunteer](https://unitedwayhallcounty.org/volunteer)  
Serve on a local non-profit board  
Become a mentor



**Scan to learn more, or contact:**  
Jessica Dudley, United Way of Hall County President & CPO  
[jdudley@unitedwayhallcounty.org](mailto:jdudley@unitedwayhallcounty.org)



**United Way of Hall County**

527 Oak Street  
Gainesville, GA 30501  
[unitedwayhallcounty.org](http://unitedwayhallcounty.org)

