United Way of Central Carolinas

Community Needs Assessment
Presented by the UNCC Urban Institute
Purpose of the Study

• This study is one of the activities that United Way has underway in its effort to best respond to the needs of the people in its service region.
• The three current funding areas – Children and Youth; Crisis, Housing and Stability; and, Health and Mental Health – were used to organize the research.
Components of the Study

- Previous Regional Studies
- Online Survey of Social Service Agencies
- Secondary Data Analysis
- Expert Panels
  - Children and Youth
  - Crisis, Housing and Stability
  - Health and Mental Health
  - General
The Region
Demographics - Who Are We?
Demographics

- United Way Region 2010 population: 1,485,316
  - Up from 811,035 in 1990
- Mecklenburg County made up 62% of that total
- Iredell, Cabarrus, and Union are similar in size and have had similar growth characteristics over past 20 years
Race and Ethnicity

Population by Race, 2010

Source: 2010 Decennial Census
Demographics

- Over the last 20 years, the racial composition of the region’s population has not changed significantly.
- The ethnic distribution *has* changed because of the in-migration of Latinos.
- Age distributions do not vary much across the counties in the region.
Hispanic/Latino Population

- Estimated Latino population for the region in 2010 was 161,334 (10.9%)
The Need

- EDUCATION
- HOUSING AND POVERTY
- HEALTH AND MENTAL HEALTH
Education

• The *greatest* need in the region
Themes

- Strengthen the educational and developmental opportunities for children and youth.
- Educate the general population about how to access and use services.
High School Drop Outs

- Increased in 2006-07 but decreased the following 2 school years
High School Graduation Rate

- Has improved for region since 2005-06 and is above state average
- All districts experienced improvement from 2005-06 to 2009-10 except Charlotte-Mecklenburg Schools

Source: NC Department of Public Instruction
Student Achievement

- Achievement dipped in 2007-08 but is now on the rise
- Lowest (by far) in Anson County, highest in Union County

Source: NC Department of Public Instruction
Student Achievement Gap

- Economically disadvantaged students consistently lag behind
Child Poverty

- In 2009, 19% of children lived in poverty
- Total number of children in poverty grew 41.6% from 2005 through 2009

Percent of Children Living in Poverty

Source: Census American Community Survey
Primary Elements of the Public Education Need

- Early child care
- Pre-kindergarten education
- K-12 education
- Out-of-school educational experiences
- Post-high school educational opportunities
- Workforce development
Issues and Concerns

• Pre-K educational programs are important
• Career and technical education should be emphasized
• Support for mothers (particularly teenage mothers) and newborns is critical
• Educational needs differ across the urban-suburban-rural continuum
• Post high school (ages 18-25) job related training is of increasing importance particularly for those who do not enroll in institutions of higher learning
Housing and Poverty

Theme: Poverty is the root cause of housing issues
Households in Poverty

• Number of households in poverty remained stable from 2005 to 2008; dramatic increase of 15,000 in 2009
• Percent of households in poverty grew from 9.5% in 2008 to 12% in 2009

Source: Census American Community Survey
Households Receiving Food Stamps

- Increased 62.9% from 2005 to 2009, with largest increase in 2009
- Percent of households receiving food stamps increased from 6.7% in 2005 to 9.4% in 2009

Source: Census American Community Survey
Unemployment Rate

- 11.0 in 2010, up dramatically from 2007 (4.5)
- Anson County had the highest and Union had the lowest unemployment rates for all years

Source: Bureau of Labor Statistics
Homelessness

- Increased 15.4% from 2009 to 2010 in the United Way region
Foreclosures

- Increased steadily from 2005 to 2008
- Major increase of 45.2% occurred from 2008 to 2009
Issues and Concerns

• Too much *for sale* housing and too little *rental housing*
• Severe shortage of rental housing for those with very low incomes
• Severe shortage of transitional housing
• Lack of multi-family units in surrounding counties
• Everyone wants decent housing in a safe environment
Health and Mental Health

Theme: Emphasize Prevention
Overweight and Obese Adults

![Bar chart showing the percent of adults overweight and obese from 2006 to 2009.](source: NC State Center for Health Statistics)
Obese Children

- Increased annually from 2005 through 2009
Self Care Disability


Source: Census American Community Survey
Primary Elements of the Health Care Need

- Preventive health services
- Obesity and diabetes
- Teenage pregnancy
- Prenatal care
- Mental health services
- Geriatric health services
Issues and Concerns

• Understanding the proposed health care reform legislation
• A “single entry portal” or “no wrong door” approach to accessing the health and mental health delivery system services
• The mental health system is viewed as being dysfunctional
• Geriatric programs and services in support of older adults aging in place
Recommendations

• Pursue theme of prevention
• Support programs with the potential to lower poverty rates
• Improve educational opportunities
Citizens Review Process

**United Way of Central Carolinas**
- Research Community Needs
- Determine Priority Issues
- Train Agencies & Volunteers
- Conduct Annual Agency Certification
- Report on impact of funding

**Member Agencies**
- Set Program Goals
- Determine Resource Needs
- Deliver Service
- Measure & Report Outcomes

**Community Investment Volunteers**
- Study Community Needs
- Visit Agencies on Location
- Review Agency Proposals
- Evaluate Program Impact
- Recommend Program Funding Levels
Change the United Way Model

• Change how the funding process works
  ▫ More focused
  ▫ Agencies respond to focus or foci
  ▫ Multi-year approach to funding and evaluation
  ▫ Build on successful ventures
  ▫ Adopt “best practices”
Change *What* is Funded

- A catalyst role
- Education, research, planning and coalition building projects
- Strengthen neighborhoods and support decentralizing service delivery
- Advocate the five C’s: COOPERATION, CONSOLIDATION, COLLABORATION, COMMUNICATION, COORDINATION