

YOUNG CHILDREN IMPACT AREA



Overview

United Way of Greater Kansas City is creating positive community change by investing in programs that address health and human service needs, and developing strategies aimed at eliminating their underlying causes. This work is accomplished within a framework of six “impact areas”: families and neighborhoods, health, self-sufficiency, seniors, young children and youth. An Impact Committee provides leadership for United Way’s work in each area.

Through an inclusive community planning effort, United Way developed a vision and goals in each impact area and set forth priorities that guide its work in funding programs, implementing community initiatives, and advocating for changes in public policy.

Vision – Young Children

Communities where all young children are nurtured by informed parents/caregivers and have access to quality health, developmental and educational services which prepare them for success in school and life.

Why It Matters

Ninety percent of children’s brain development occurs before age five. High quality early childhood education, in combination with nurturing parents, gives young children the positive start they need to be prepared to learn when they enter school.

Goals

- Increase percentage of children that have access to a **quality early learning** system that meets their needs and that of their family.
- Increase the number of people participating in quality **parent education/family support services** which meet their needs.
- Increase **public investment** in early childhood education and development.
- Increase access to comprehensive **healthcare** to the point where all children prenatal to eight, including those with special needs, receive services.

Public Policy Advocacy

United Ways recognize that many human services are delivered through a public/private partnership, and that public sector funding and/or programs are often critical to the consumers who also benefit from the community-based programs United Way supports. Community volunteers and agency representatives from across the six-county metropolitan area identified Policy Principles that align with each impact area vision and goals.

Policy Principles that promote the Young Children Impact Area address:

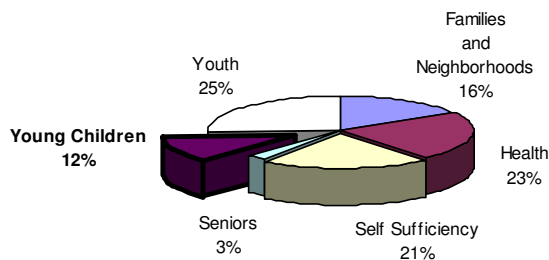
- Greater access to quality early learning and child care so that more children will be prepared to succeed in school.
- Improved access to health and wellness care for children and their families, including oral and mental health.
- Support for initiatives that improve maternal and child health.
- Maintaining effective child care subsidies in order to ensure quality learning initiatives and support for low-income working families.
- Support for programs geared at strengthening and empowering families as a means of fostering the optimal development of young children, youth and adults.



United Way Investment in Young Children

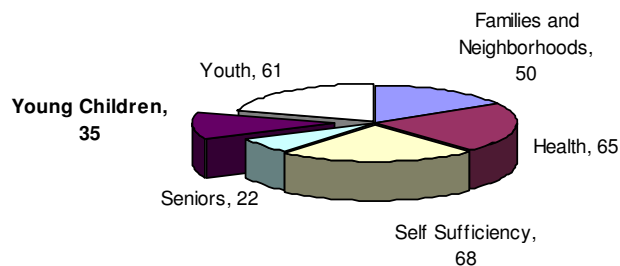
Through the volunteer-led Resource Investment Process for 2007, United Way is investing \$16.6 million to support 301 regional and local health and human service programs that are organized by six areas. The Young Children Impact Area, regional and local, represents 12 percent of the funds, or \$2,033,181.

United Way Investment by Impact Area
\$16,618,049



Thirty-five programs that address a wide range of services targeted to the population 0 to 8 years old are funded. Young Children programs represent 12 percent of the programs funded by United Way through the Resource Investment Process.

301 Funded Programs in 2007



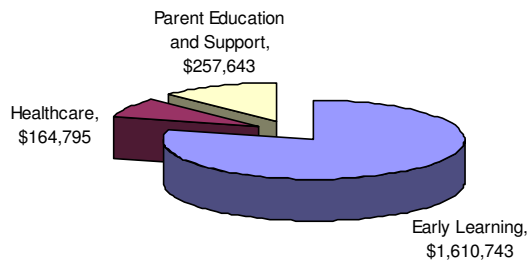
Types of United Way Investment

United Way works to improve lives with two types of investments through the Resource Investment Process. One is investing in programs that **deliver direct services** to individuals or families. Outcomes focus on the program's benefits for each participant. The other is investing in efforts to **influence community change or systems of services**. Outcomes are measured for a population group,

rather than individuals. Both types of investment are essential to advance United Way's vision and goals.

Types of Programs Funded

The Young Children Impact Area is targeted to improve lives of young children by ensuring all young children (to age eight) are nurtured by informed parents/caregivers and have access to a full range of services to promote healthy development in the early years of life and prepare them for success in school and life. There are three areas of focus for United Way funding.



Early Learning: Increased access to a quality early learning system, including children with special needs, receives 79 percent of the funds set aside for the Young Children Impact Area. These dollars are invested in programs that help families and children access quality early education that meets their needs. Examples of programs funded in this area are Head Start, Early Education Centers for children with and without special needs, child care resource and referral, and professional development for early education professionals.

Healthcare: Eight percent of the funds support increased access to comprehensive healthcare where all children prenatal to eight, including those with special needs, receive services. Funds are distributed to programs that provide pediatric screenings, outpatient services, day treatment, and early intervention screenings.

Parent Education and Support: Thirteen percent of the funds allocated in the Young Children Impact Area are distributed to programs that provide parent education and other parenting support services. The result is more parents with young children who participate in quality parent education and support services.

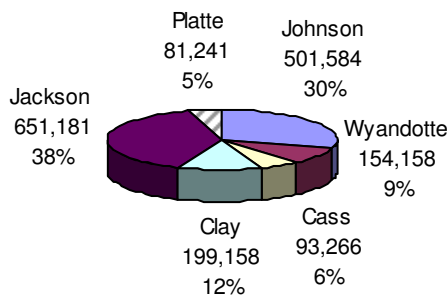
Community Profile

Why It Matters

Information about our community and the people who live here is a tool for making decisions on the investment of United Way dollars. The data alone will not provide definitive answers. This data profile does, however, establish the size and some characteristics of the target population, and point to areas where greater attention may be needed.

2005 Regional Demographics

2005 Regional Population by County
Total Population = 1.7 Million People



2005 Regional Snapshot A People Profile

1,680,588 people live in the six-county region of Cass, Clay, Jackson and Platte Counties in Missouri and Johnson and Wyandotte Counties in Kansas:

- Two in 3 residents live in our largest counties – Jackson County, Mo. and Johnson County, Ks.
- Nine in 10 (93%) live in the same county as a year ago.
- One in 4 (26%) are children/youth under age 18.
- One in 10 (11%) are seniors age 65 and over.
- One in 4 (25%) self-identifies with a racial or ethnic minority – up from 18% in 1990.
- One in 10 (10%) speak a language other than English at home.
- One in 8 (12%) non-institutionalized persons age 16 and over has a disability.
- One in 9 (11%) of the total population lives in poverty. Nearly 66,000 children (16%) and 12,000 seniors (7%) face the challenges of living in poverty.

Young Children Impact Area – Community Indicators

Young Children – Key Facts

- 124,853 children under age 5 live in the six-county area. 113,947 children ages 5 to 9 years of age live in the same area.
- Children age 9 or younger accounted for 14% of total population in 2005.
- Among the 141,000 children under age 6, nearly 2 in 3 live in households where all adults are in the workforce, reflecting on the need for childcare and parent support programs.
- 90% percent of children’s brain development occurs before age 5.

Young Children in Poverty

- Nearly 1 out of 5 (25,675) children age 5 and under live in poverty.
- Young children under age 5 represent 6% of the total population, yet account for more than 12% of all poor persons in the six-county area.

Persons in Poverty by Age

	# of Persons	Poverty Rate
Ages 5 & Under	25,675	18%
Ages 6 to 11	19,799	15%
Ages 12 to 17	20,116	14%
Ages 18 to 24	27,758	19%
Ages 25 to 34	27,653	12%
Ages 35 to 54	34,735	7%
Ages 55 to 64	10,977	6%
Ages 65 to 74	5,955	6%
Ages 75 & over	5,638	7%
Total	178,306	11%

School Readiness

- In 2005, 1 in 4 children in the metropolitan area started kindergarten without basic tools needed to thrive in school. Intellectual, physical and social skills are important first steps toward school success.
- In 2004, 4,295 babies were born in the six-county area to mothers with less than a high school education. Children born to mothers with

less than a high school education are at higher risk of starting kindergarten without the skills they need to succeed.

- Other nationally recognized risk factors for school readiness include single-parent households and child poverty.
 - One in 4 family households with children under age 18 is a single-person headed household – both male and female householders.
 - 15% of family households with children under 18 are poor; 4 in 5 are headed by a single parent.

Affordable Childcare

- In 2004, 10,720 children benefited from state childcare subsidies that enabled their parents to remain in the workforce or pursue educational goals. Yet only about 75% of childcare centers and 62% of in-home childcare providers accepted children receiving these subsidies.
- In 2004, nearly 4,000 children and families were enrolled in Head Start programs. Program capacity limits enrollment to about 35% of those eligible.
- Another 400 children and families were enrolled in Early Head Start, accounting for only about 1% of those who are eligible.

High School Graduation

- Children not reading at grade level by the end of third grade are at higher risk of not graduating from high school.

Percent of 3rd Graders Meeting or Exceeding State Reading Standard, 2005-2006

Blue Valley	90.6
Olathe	86.6
Shawnee Mission	82.6
Kansas City Kansas	48.9
Kansas State Rate	78.5

Percent of 3rd Graders Meeting or Exceeding State Reading Standard, 2005-2006

Blue Springs R-IV	60.1
Independence	46.5
Kansas City	24.3
Lee's Summit	53.0
North Kansas City	41.1
Park Hill	54.6
Missouri State Rate	43.3

Health

- The Women, Infants and Children (WIC) Program serves pregnant and postpartum women, infants and children up to age 5.

2005 WIC Enrollment*

	Prenatal Women	Infants, birth to 12 mos.	Children 12 mos. to age 5
Five-County Total	14,098	25,034	46,505

- Immunization rates in Cass, Clay and Jackson counties were below the Missouri state rate of 81% in 2004; Jackson County exceeded the state rate.**
- Johnson and Wyandotte counties both reported immunization rates lower than the Kansas state rate of 83.8% in 2005.
- During 2006, 12,276 additional patients under age 19 enrolled in KC CareLink at one of 47 healthcare sites throughout the six-county area, accounting for 35% of new enrollments.

* NOTE: Unduplicated annual data for Wyandotte County is not available.

** NOTE: Missouri data reflects two-year olds served in public clinics; Kansas data is retrospective for entering kindergartners, based upon immunizations received by age two.

Sources: U.S. Census Bureau, 2005 American Community Survey; Metropolitan Council on Early Learning; Kansas Kids Count Data; Missouri Kids Count Data; Kansas Department of Health & Environment; Kansas Department of Education; Missouri Department of Elementary and Secondary Education; Johnson County Public Health Department; Wyandotte County Public Health Department; Missouri Department of Social Services; KC CareLink database.

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