

A COMMUNITY UNITED

Helping our McLennan County
neighbors thrive for the past
century and beyond



UNITED WAY
Waco-McLennan
County



OUR MISSION

Our mission is to help our neighbors thrive,
with special emphasis on children and families

We focus on the things parents worry about so
their children don't have to:



Healthy Community



Youth Opportunity



Community Resiliency



Financial Stability



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WHAT WE DO

Funder | Convener | Collaborator | Connector

We **fund** grants to local nonprofit programs

We **convene** local social service agencies to **collaborate** around solutions to challenges facing families

We **connect** people to resources in times of need



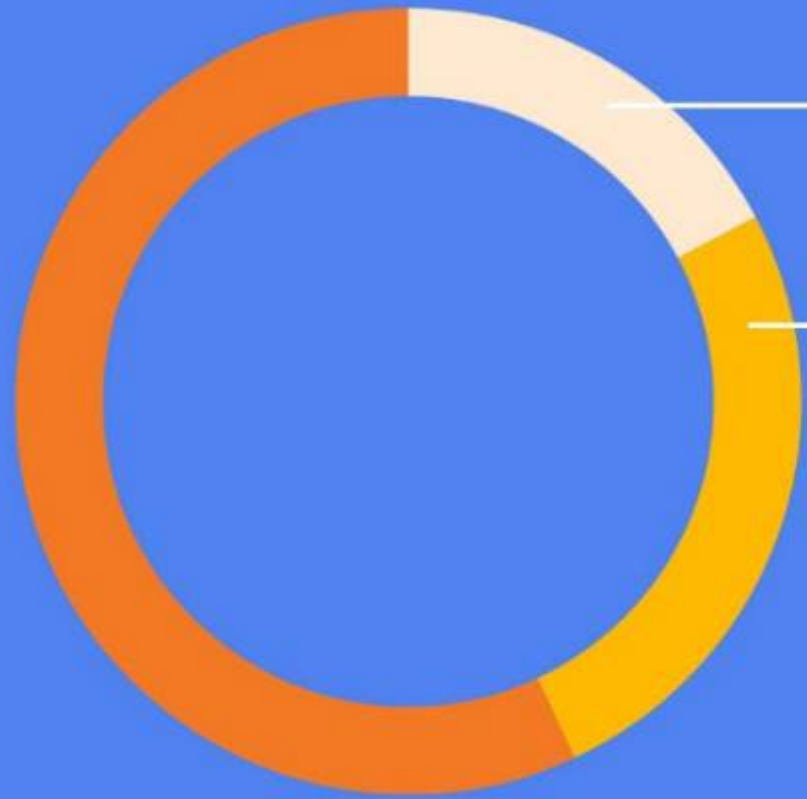


MEETING A LOCAL NEED

- 98% of donations collected stay in McLennan County
- Significant giving comes from local Workplace Campaigns involving dozens of local businesses
- Many donors have been personally impacted by non-profit services

MEETING A LOCAL NEED

In McLennan County:



17% of families live in poverty

26% of county residents live above the poverty level, have jobs, and *still struggle to meet their families' basic needs*

STARTING AT THE BEGINNING



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Every \$1 Invested in early childhood education yields...

\$32.26
in gross product

\$60.04
in aggregate net
gains over time

\$4.61
in increased tax
revenue & reduced
social costs to local
governments
in TX

A MOVEMENT TO SEE FAMILIES THRIVE



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A MOVEMENT TO SEE FAMILIES THRIVE

A two-generational, holistic approach to child well-being

Research &
Action Plan

Resource
Awareness
Campaign

Collaborations
with Health
District &
Housing Team

Reflection &
Recalibration

PAST

Quality of life study for
children 0-5;
Developed the Community
Action Plan

PAST → PRESENT

Identified gap in community
awareness of local
resources;
Launched workgroups
focused on marketing &
communication

PAST → PRESENT

Community Health
Improvement Plan (CHIP)
development integrated
into Health Workgroup;
Housing Strategic Priorities
integrated into Financial
Stability Workgroup

PRESENT

Review 112 action steps of
the CAP to determine
status;
Report back to community;
Recalibrate workgroup
projects

SEEING POSITIVE RESULTS



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SEEING POSITIVE PROGRAMMATIC RESULTS

Last year, through the McLennan County Child Well-being Movement:

4

workgroups launched

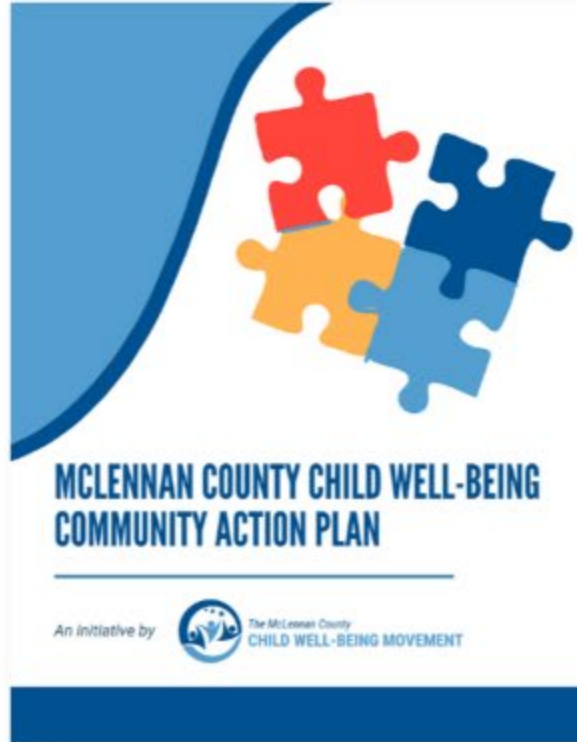
60+

local social service & govt
agencies convening bi-monthly



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2026 COMMUNITY ACTION PLAN ANALYSIS



Of 112 Total Action Steps...

- ✓ 42 Action Steps Addressed
- ✓ 55 Action Steps Partially Addressed
- ✗ 15 Action Steps Unaddressed

...by local efforts & initiatives across McLennan County

SEEING POSITIVE FUNDING RESULTS

Last grant cycle, through United Way funded programs:



3,126

adults, pregnant women & children received medical care, mental health services, and prenatal care



3,396

children, youth & their caregivers participated in enriching, free educational opportunities



2,085

individuals gained new job skills, earned their GED, secured stable housing and improved their financial literacy



2,686

individuals experiencing family crisis and domestic violence had access to shelter, counseling, legal advice & basic needs



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RECENT SUCCESSES & CITY PARTNERSHIPS

- **Dolly Parton Imagination Library**
 - Launch of bilingual option, new zip codes & library partnership
- **Waco-McLennan Public Health CHIP Collaborative Effort**
- **Support for City of Waco Financial Empowerment Center Exploration & Neighborhood Revitalization Taskforce**

EMERGING PROJECTS



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EMERGING PROJECTS

- United Way Designated Agency Summit
- Agency Resource Guide & Agency Phonebook
- Community-wide Coalition & Initiative Map
- Focus on Wrap-Around Services
- Early Learning to Kindergarten Bridge Project



ONGOING EFFORTS



ONGOING EFFORTS



224 Members
81 Agencies

- **HOTSpot & HOT Huddles**
- **Early Learning Advocacy through Early Matters Texas**
- **Disaster Preparedness & Community Resiliency**
- **Community Resource Hub on United Way Website**
 - FindHelp, 2-1-1, HOT Goodwill Navigators, Early Learning Resources
 - ...and more coming soon

LONG TERM VISION



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LONG TERM VISION

- ✓ Community efforts are aligned
- ✓ Resources are maximized
- ✓ Duplication is minimized
- ✓ More efficient use of funding
- ✓ **Children enter school ready to learn**
- ✓ **Families receive holistic support**



UPCOMING UNITED WAY EVENTS

- **Community Children's Book Drive – April 11-24**
- **Impact Unplugged – April 16**
- **Rhythm & Brews Karaoke – September 17**
- **Great Waco Duck Race – October 18**



CONTACT US



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