



Secondary Investment Priority: Strengthening Household Stability

United Way of Greater Stark County will focus our investments on families with young children who live in areas of Stark and Carroll Counties with the highest levels of childhood poverty.

Our Secondary Priority is to improve the household stability of parents/caregivers of young children living under the federal poverty level. We aim to do this by providing immediate economic support to avoid long-term harm.

Research shows that parents facing financial hardship are more likely to experience stress, depression, and conflict in their relationships and family, which can compromise parenting and increase the risk of ACEs. Parents facing financial hardship also have fewer resources to invest in their children and face difficult choices when trying to balance work and family responsibilities (CDC, 2019).

In Stark County, the younger you are the more likely you are to live in poverty. While one in seven residents live in poverty, one in five children live in poverty. Childhood poverty in our community is concentrated in our urban centers of Alliance, Canton, and Massillon. There are more than a dozen Census tracts where childhood poverty ranges from 40-81%, far above the county average. Those areas have also been identified as areas of persistent poverty, meaning poverty has been over 20% for 30+ years. Poverty can cause toxic levels of stress. Stress becomes toxic when it persists, and people do not have resources like income or relationships to help resolve or cope with them.

Providing concrete economic support to families with low incomes can improve access to basic needs like food, health care, or transportation, and reduce stress by addressing housing, legal problems, or trauma. These supports can free up parents' capacity to seek solutions and engage in nurturing relationships with their children and community. Together, these factors increase the household stability of families, neighborhoods, and communities.

PROGRAM TYPES

These illustrate the kinds of programs United Way may fund:

- Food Assistance
- Health Care
- Homeless/Domestic Violence Shelter
- Legal Support
- Other Material Goods (clothing, diapers, hygiene, etc.)
- Rent/Utility Assistance
- Safety (trauma support/crisis intervention)
- Transportation

REPORTING REQUIREMENTS

Participant Demographics - Semi-annual reporting includes age, poverty level, military status, parental status, gender, and zip code. Our goal is to receive reporting from 80% of participants.

Indicators & Outcomes - Semi-annual reporting is required for at least one Required Indicator and one Required Outcome. These will be developed in partnership with applicants in December 2024.

Each program is encouraged to add up to three additional measures to more specifically show how and to what extent the program supported the required outcome or supported related goals.

SOURCE

Centers for Disease Control and Prevention (2019). Adverse Childhood Experiences (ACEs) Prevention Resource for Action: A Compilation of the Best Available Evidence. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.