

Community Impact Study 2020

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

uwbv.org



United Way
of the Brazos Valley

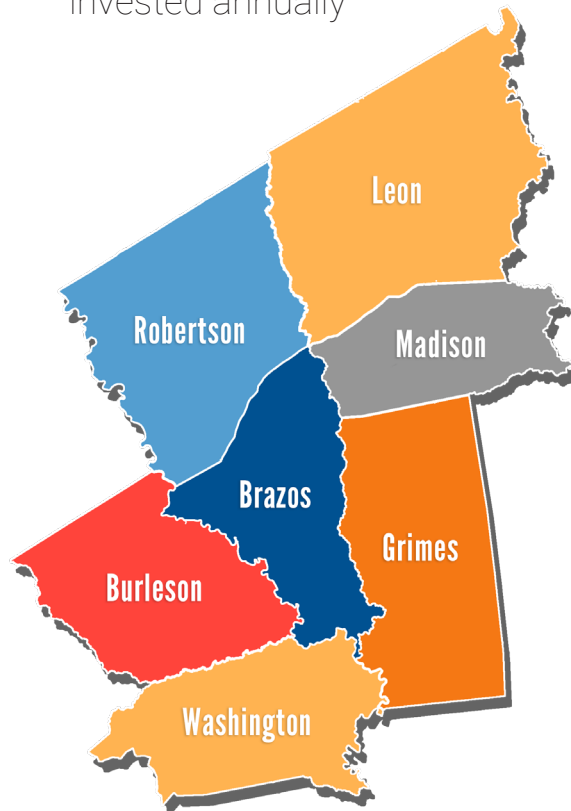
**UNITED WAY OF THE BRAZOS VALLEY FIGHTS FOR THE
HEALTH, EDUCATION AND FINANCIAL STABILITY OF
EVERY PERSON IN THE BRAZOS VALLEY.**

\$1,125,000

invested annually

47,570

people served annually



7

counties

250

volunteers annually

4,200

donors

\$1.5 million

raised

OUR VISION

TO BE THE COMMUNITY LEADER AND TRUSTED PARTNER THAT PROACTIVELY
SEEKS SOLUTIONS TO CHANGE LIVES

OUR MISSION

TO BRING THE COMMUNITY TOGETHER AND FIND SOLUTIONS TO CHANGE LIVES
BY ADVANCING HEALTH, EDUCATION AND FINANCIAL STABILITY

2020 COMMUNITY IMPACT STUDY

Checking The Pulse Of The Brazos Valley

INTRODUCTION

Summary

The United Way of the Brazos Valley fights for the Education, Financial Stability and Health of every person in the Brazos Valley. Impact is accomplished through collaborations and partnerships with various organizations and partner agencies. Programs operated and maintained by United Way of the Brazos Valley include: Community Impact Grants, 2-1-1 Texas Brazos Valley, Early Literacy Program, Youth Leadership Cabinet and Volunteer Brazos Valley.

Purpose

Every five to six years, the Community Impact Steering Committee surveys the community in an effort to review and align objectives with the greatest needs. The results of the 2020 study will influence investment strategies and program development for 2021-2026. United Way of the Brazos Valley board of directors will create future goals based on the findings in this study.

Methodology

The Community Impact Study utilized a multi-faceted approach to collecting data and soliciting community input. Information gathering methods included:

Review of Community Data

Community demographics and data on education, financial stability and health was reviewed to determine gaps and trends in each of the seven counties served.

Alignment with United Way's Global Measurements

Tools are available that allow the Brazos Valley to align our work with the United Way's global network. Alignment of measurements will allow nationwide corporate partners and donors to gain a better understanding of total impact of their contributions.



Board of Directors Survey

A survey of current board members was facilitated to direct the development of the community impact survey.

Community Impact Survey

A survey was circulated to community members in all seven counties requesting prioritization of focus areas in addition to providing input on the greatest need in the community.

Focus Groups

Four focus groups were used to engage targeted conversations. Employer partners, local community leaders, volunteers and local funders provided input and perspective on aligning our future work to meet the greatest community needs.

FIGHTING FOR EVERY PERSON

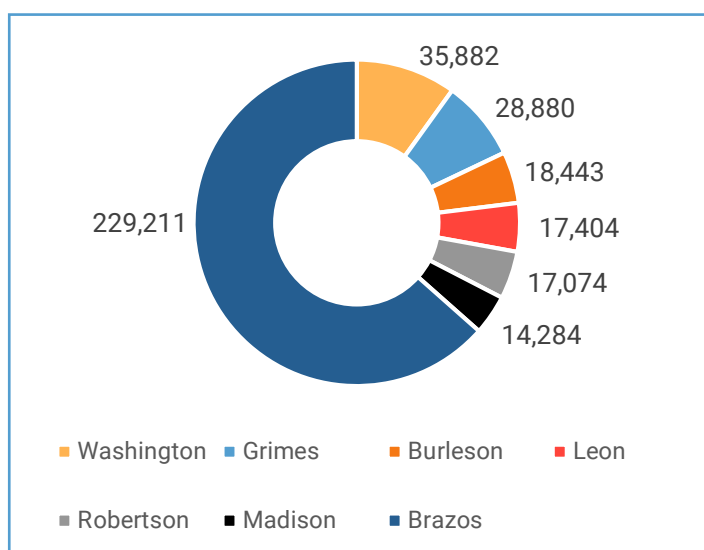
In The Brazos Valley

COMMUNITY OVERVIEW

Population and Statistics from 2019 Census QuickFacts

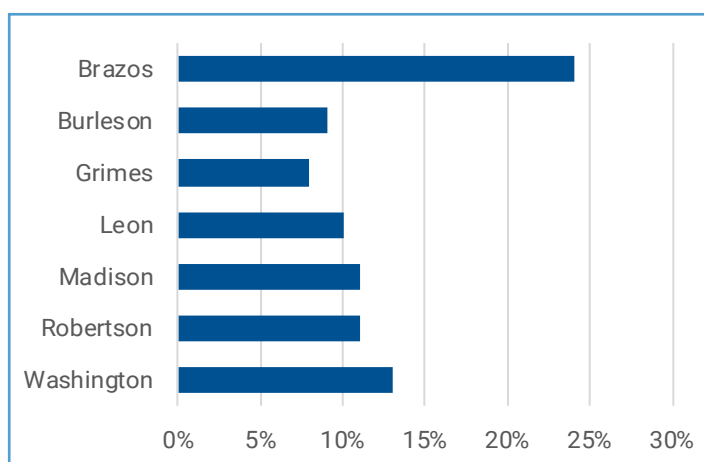
The composition of a population consists of several demographic factors including race, age, gender and income which play a vital role in the health of a community. As reported by the U.S. Census Bureau's 2019 estimate, the collective Brazos Valley population is 361,178 people. Based on the data in the 2019 Brazos Valley Health Assessment, the region experienced a population growth change of 11.4% in the past ten years, less than the state of Texas but more than the United States at 14.1% and 6.0%, respectively. The greatest population growth in the region was seen in Brazos County, 16.4%, which can be partially attributed to the large student populations at Texas A&M University and Blinn College. Leon County had the lowest rate of population change at 2.8%, according to the Brazos Valley Health Status Assessment.

Population Size by County¹



Percentage of Households with Severe Cost Burden²

Households that spend 50% or more of household income on Housing



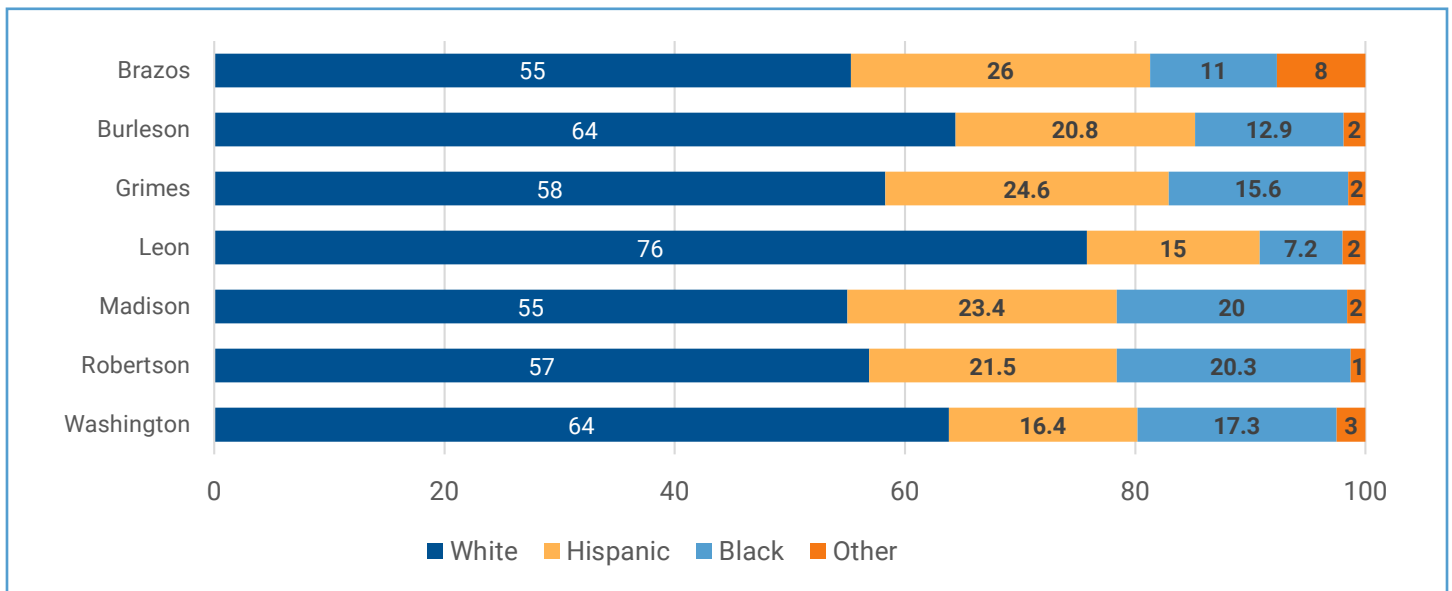
Housing and Statistics from the 2019 Health Assessment on Poverty

Access to affordable housing impacts the health of communities as it contributes to subsequent ability to pay for other necessities including food, utilities, medical bills and transportation. The 2019 Brazos Valley Health Assessment and 2019 County Health Rankings reported a severe housing cost burden experienced by residents of the Brazos Valley, meaning over 50% of annual income went to housing costs. The median household income for the Brazos Valley region ranges from the lowest in Brazos County, \$43,907 to the highest in Washington County, \$55,793. All of the counties of the region have median income levels below the Texas average and the National average, \$57,051 and \$57,652, respectively. The severe housing burden experienced by residents has a direct impact on their income and can thus influence the poverty rate of the region.

1. "QuickFacts Texas," US Census Bureau, 2019
www.census.gov/quickfacts/TX

2. "2019 County Health Rankings Texas Data," County Health Rankings, 2019
www.countyhealthrankings.org

County Population by Race/Ethnicity¹



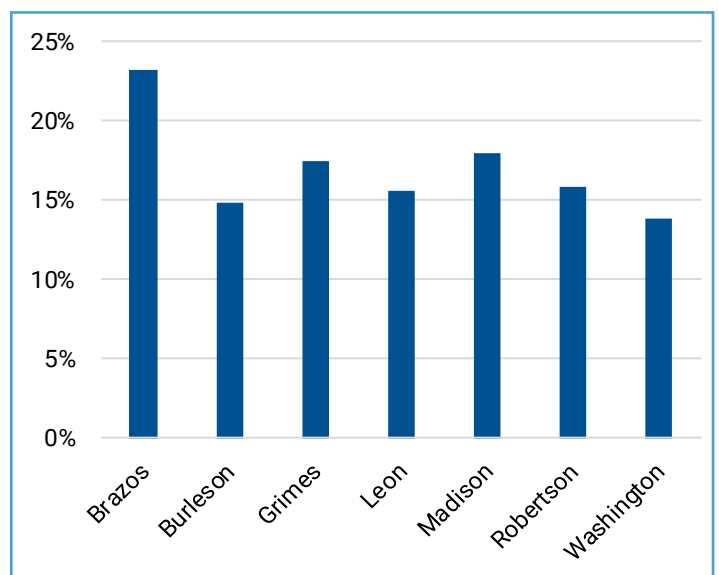
In the Brazos Valley, the poverty rate is quite significant given that the majority of the counties are well above the average poverty rates for the State of Texas and the United States, 14.9% and 11.8%. Brazos County has the highest poverty rate in the region of 23.2% as reported in the 2019 Census QuickFacts while Washington County is the lowest at 13.8%. Grimes, Leon, Madison and Robertson Counties also have higher poverty rates than the state of Texas average.

Race and Statistics from 2019 Census Bureau QuickFacts

The diversity of a community or county can give insight into health disparities that can impact specific groups. Based on 2019 estimates of the U.S. Census Bureau, the racial/ethnic make-up of the region as a whole is 59% Non-Hispanic White, 24% Hispanic of any race, 13% Non-Hispanic Black/ African American and 5% of All Other Non-Hispanic races.

The racial and ethnic composition of the Brazos Valley varies from that of the state of Texas in regard to the population of Non-Hispanic Whites and Hispanics of any race which are 42% and 39%, respectively. Counties within the region also drastically differ from the Brazos Valley average. Leon County has a larger Non-Hispanic White population at 76% while Madison and Robertson Counties have larger Non-Hispanic Black populations at 20%. All racial and ethnic groups are impacted by the effects of poverty in terms of housing, educational levels and access to health care.

Poverty Rates by County¹



1. Ibid

EDUCATION STATISTICS

For The Brazos Valley

Youth literacy rates vary throughout the Brazos Valley and are impacted by various determinants of health such as poverty, transportation and even living in a single-parent household.

Based on Texas Education Agency (TEA) reporting, lower 3rd grade reading levels can be seen in populations of a lower socioeconomic status and in certain racial and ethnic groups. In the State of Texas, 43% of students meet 3rd grade reading requirements as assessed by the State of Texas Assessments of Academic Readiness (STAAR) test. The range for 3rd grade students meeting the STAAR reading requirements in the Brazos Valley is 35%-51% with Burleson County ranking the lowest and Robertson County ranking higher than the state average.

Across the region there is a higher percent of Black students who do not meet the reading requirements compared to their Hispanic and White counterparts. For example, in Grimes County only 18% of black students meet STAAR

requirements compared to 29% of Hispanic/Latinx students and 47% of White students. In Washington County both Hispanic/Latinx and Black students have lower percentages of students who meet STAAR requirements, 33% and 24% respectively, compared to White students, 60%.

TEA data from the 2017-2018 school year³ reports that the school dropout rate for grades 7th–12th varies throughout the region, where Madison County ranks the lowest with .1% and Brazos is the highest at 1.9%. In comparison, the average dropout rate in the State of Texas is 1.4%. Relationships can be seen between educational retention and poverty on how they impact youth.



TEA Education Data for Brazos Valley, 2017 - 2018 School Year³

Location	Students who meet 3rd grade reading requirements	Black students who meet 3rd grade reading requirements	Hispanic/Latinx students who meet 3rd grade reading requirements	White students who meet 3rd grade reading requirements
Brazos	43%	23%	32%	61%
Burleson	35%	19%	32%	44%
Grimes	36%	18%	29%	47%
Leon	48%	38%	39%	52%
Madison	37%	26%	25%	51%
Robertson	51%	27%	38%	71%
Washington	42%	24%	33%	60%
Texas	43%	30%	37%	57%

Per the Family Educational Rights and Privacy Act (FERPA) requirements, numbers may not appear if the number of test takers is under 5.

3. "Reports and Data," Texas Education Agency, 2018
www.rptsvr1.tea.texas.gov/perfreport/tapr/2018

FINANCIAL STABILITY STATISTICS

For The Brazos Valley

Trends can be seen across counties that have high childhood poverty rates and single parent households and the eligibility of school lunches.

The 2019 County Texas Health Rankings² data shows that within the counties of the Brazos Valley, the majority have a higher rate of childhood poverty compared to that of Texas which is 21%. Childhood poverty rates range from the lowest in Washington County to the highest in Grimes and Robertson Counties, 19% and 26% respectively.

The percentage of children living in single-parent households in the Brazos Valley ranges from 27% in Madison County to 41% in both Grimes and Leon Counties, according to County Health Rankings. The averages for National and Texas rates for children living in single-parent households is 33%.

Children living in poverty and whose families meet the requirements are able to receive free and reduced lunch at their schools. In Robertson County, where the child poverty rate is 26%, an estimated 95% of the children at the Hearne Independent School District are eligible to receive free or reduced lunch. Grimes County has a high childhood poverty rate as well and 79% of students in the Navasota Independent School District are eligible to receive the free or reduced lunches.



Brazos Valley Financial Stability Data, 2018

Location	Children in Poverty ²	Single Parent Housholds ²	% Eligible students to receive free/reduced lunch ⁴
Brazos	21%	34%	57%
Burleson	25%	33%	61%
Grimes	26%	41%	67%
Leon	24%	41%	51%
Madison	24%	27%	69%
Robertson	26%	36%	62%
Washington	19%	32%	54%
Texas	21%	33%	59%

2. Ibid

4. "Elementary/Secondary Information System tableGenerator," National Center for Education Statistics, 2018
www.nces.ed.gov/ccd/elsi/tablegenerator.aspx

HEALTH STATISTICS

For The Brazos Valley

There are multiple factors that contribute to county health outcome rankings such as access to healthcare providers, poverty, education and housing among others.

Counties with larger populations in the Brazos Valley region have health outcome rankings in the top 100 in the state of Texas, with Brazos County ranking at 14. The smaller counties have lower health outcome rankings with Leon county ranking 218 out of 244, the highest in the region.

The availability of health professionals and mental health providers in each county has a large impact on health outcomes. The population to primary care physician ratio is 1,170:1 in Brazos County, 16,750:1 in Robertson County and 4,660:1 in Madison County. In Leon County there was an insignificant amount of data to report, giving more insight into their low health ranking. Only two counties, Brazos and Washington, have better primary care physician ratios when compared to the state of Texas, which is 1,660:1. The remaining counties in the region have ratios that are significantly larger than Texas results.

The population to mental health ratio is 9,010:1 in Burleson County, 8,620:1 in Leon County, and 7,020:1 in Grimes County. In Robertson County there was an insignificant amount of data to report. In comparison, the population to mental health provider ratio in Texas is 960:1.



Brazos Valley Health Outcome Data, 2019¹

Location	Overall county health outcome ranking out of 244 counties	Population to primary physician ratio	Population to mental health provider ratio
Brazos	14	1,170 : 1	1,200 : 1
Burleson	133	2,220 : 1	9,010 : 1
Grimes	204	4,610 : 1	7,020 : 1
Leon	218	No Data	8,620 : 1
Madison	74	4,660 : 1	3,560 : 1
Robertson	183	16,750 : 1	No Data
Washington	24	1,590 : 1	1,840 : 1
Texas	---	1,660 : 1	960 : 1

1. Ibid

THE VOICE OF THE COMMUNITY

In The Brazos Valley

SURVEY RESULTS

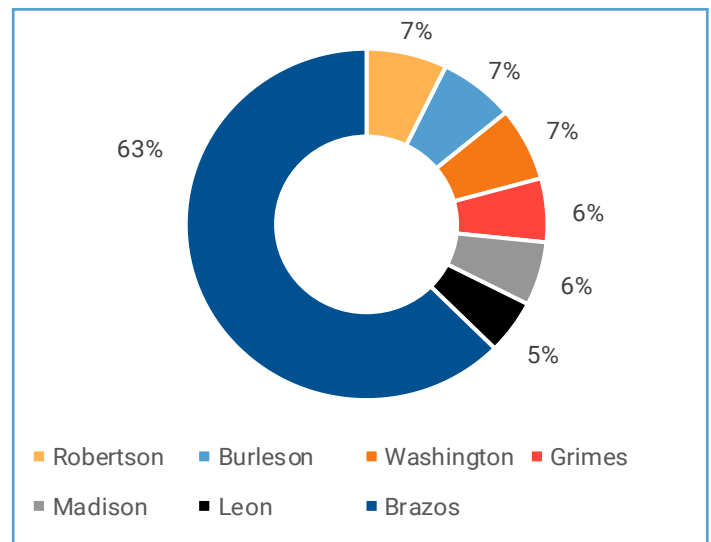
Response Rate By County

There were 334 responses to the Community Impact Priority Survey. The number of responses was more than three times of those received in the previous 2015 survey. Responses were received from all seven counties served by United Way of the Brazos Valley.

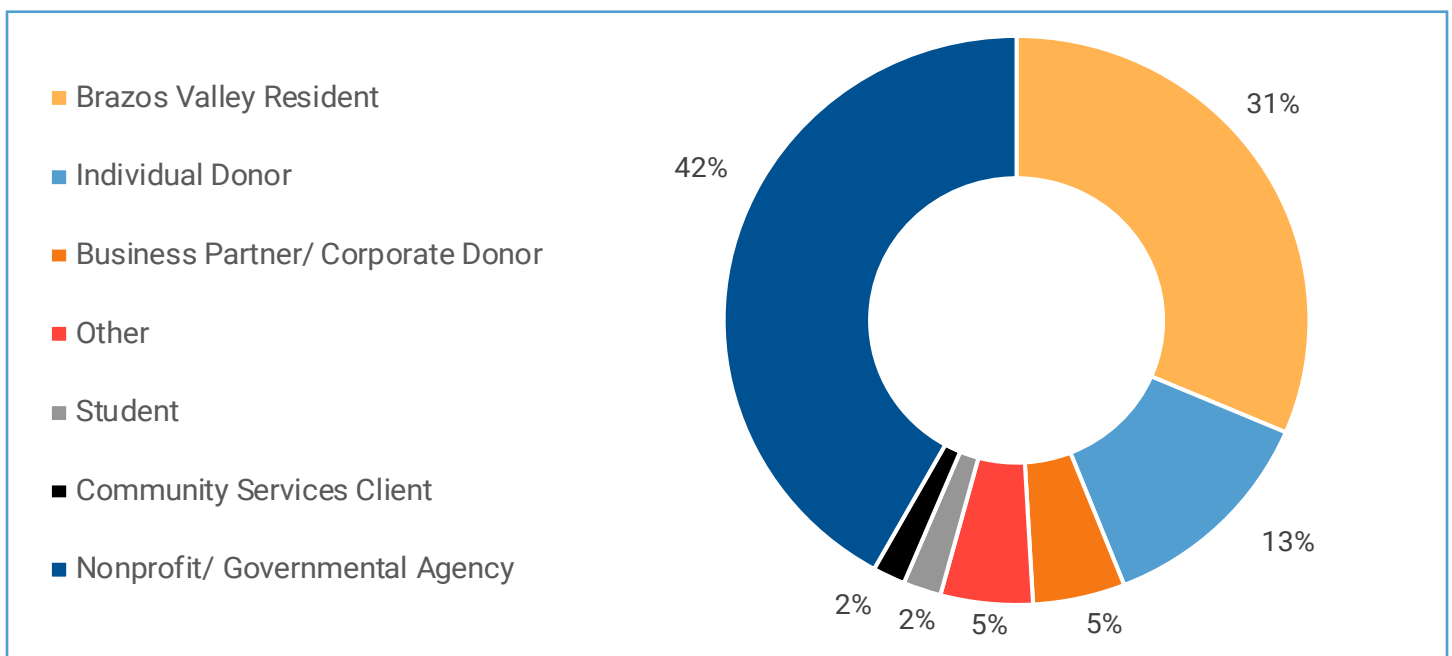
The survey was distributed to a wide audience in order to achieve more diversified responses. The majority of the responses were received from nonprofit/government agencies and directly from Brazos Valley residents. Other respondents included individual donors to the United Way of the Brazos Valley, business partners/corporate donors, students and community services clients.

Over half of the responses were from Brazos County and the remaining responses were spread somewhat evenly between Burleson, Grimes, Leon, Madison, Robertson and Washington counties.

Community Impact Study Response Distribution by County



Community Impact Study Respondent Type



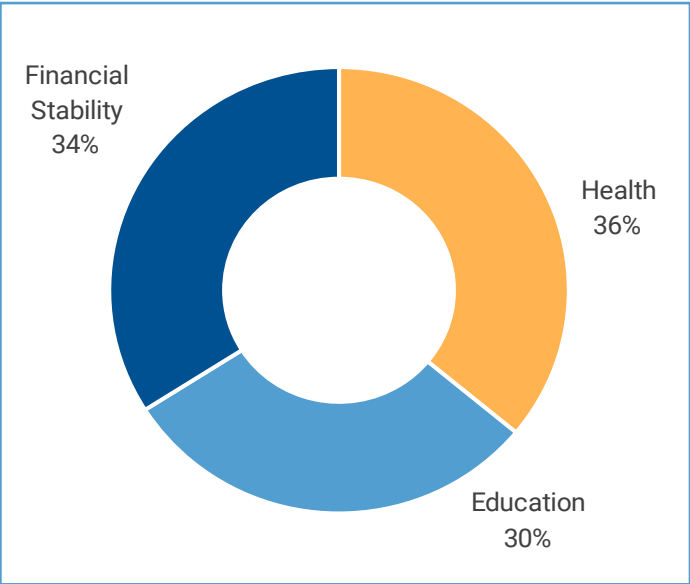
Response Rate by Priority

The survey asked responders to rank the importance of programs that serve Education, Financial Stability and Health initiatives. Community responses indicated that Health was the highest priority at 36% importance followed by Education at 34% and Financial Stability at 30%. These priority rankings reveal the community perceives nearly equal value in all three area of focus.

Single Greatest Need

The 2020 Community Impact Priority Survey included an open ended question for responders to indicate the greatest need in the Brazos Valley that United Way should focus on. There were a wide variety of responses that were grouped into themes and categories. Family and Youth Services were recognized as top needs as 15% of responders indicated those were of greatest priority followed by Health, Education, Housing, Mental Health, Employment and Transportation concerns.

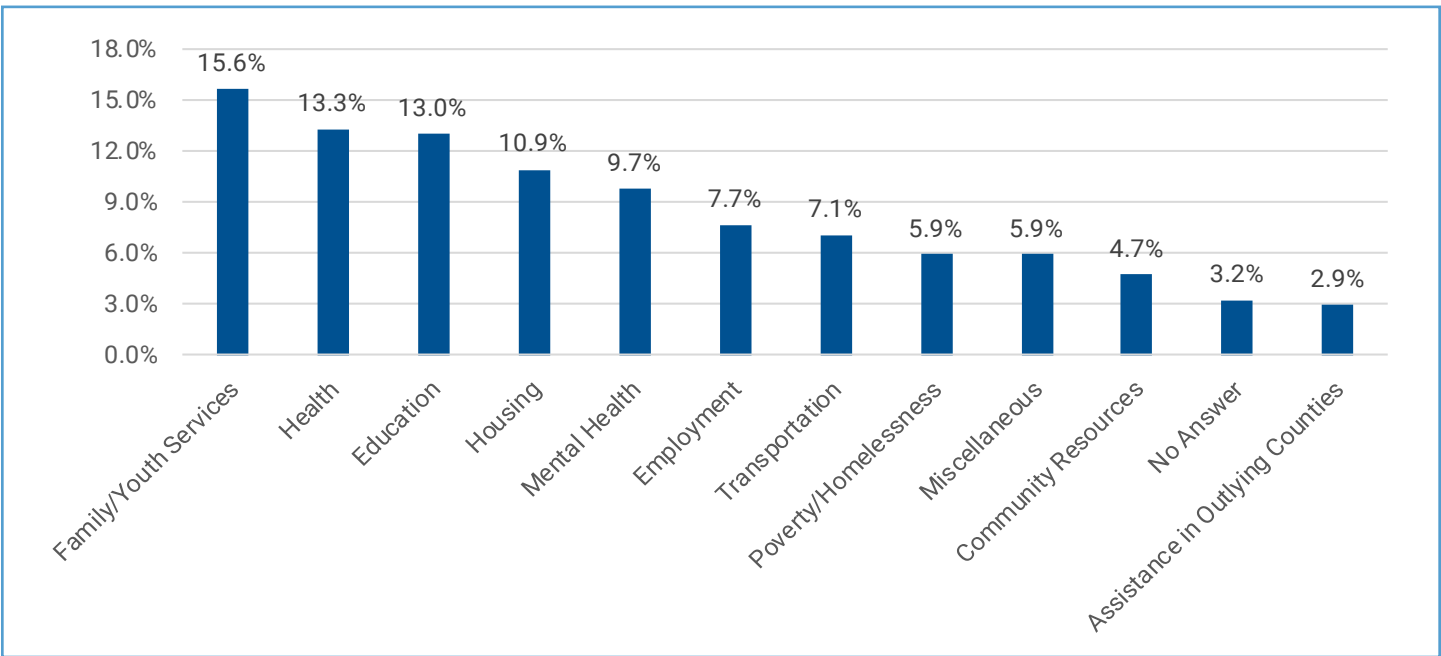
Community Impact Study Response Distribution by Priority



Priorities Ranked By Survey Responses

The survey asked responders to rank program priorities by category - Early Education, Youth Programs, Financial Stability and Health. The following page features the results of that question from highest to lowest priority.

Single Greatest Need in the Brazos Valley



Priorities Ranked by Survey Responses



Early Education

1. Children receive literacy support in grades K-3
2. Families, caregivers provided with information, resources, tools trainings and/or teaching skills (for children ages 0-18)
3. Children (ages 0-5) enrolled in early childhood programs
4. Children (ages 0-5) achieve developmental milestones
5. Children (grades K-3) reading at or above grade level



Youth Programs

1. Youth receive job skills training
2. Elementary/middle/high school youth participate in school and/or community-based out-of-school time programs
3. Youth graduate high school on time
4. Youth gain post-secondary employment, further education or credentials



Financial Stability

1. Individuals receive job skills training
2. Individuals gain employment
3. Individuals receive basic needs assistance (food, shelter, utilities, etc.)
4. Individuals access affordable housing
5. Individuals receive financial education
6. Individuals earn/complete job-relevant licenses, certificates and/or credentials



Health

1. Individuals provided with access to healthcare services
2. Individuals provided with access to mental health services
3. Individuals provided with preventative health and safety services
4. Mothers access prenatal care
5. Individuals provided access to healthcare insurance
6. Babies born at a healthy weight
7. Individuals participate in physical activity and/or healthy food access/nutrition programs

SURVEY RESULTS

INPUT FROM COMMUNITY LEADERS

In The Brazos Valley

FOCUS GROUPS

United Way of the Brazos Valley facilitated four focus groups to gain insight for our future work. Focus groups were separated by local employers, local leaders, volunteers and local funders. Focus groups discussed the most important areas for prioritization, how we can engage better and align priorities with most crucial community needs and how to better expand our footprint in the six counties in the Brazos Valley that have fewer resources than Brazos County.

The focus groups revealed trends and overall themes to explore. Recommendations for priority alignment and expanding footprint in rural counties included: create an advisory board in each county, include at least one board member per county on the United Way board, disseminate outcomes data to community leaders and employers, expand book giveaway events into all counties and engage employers through team building activities and partner agency tours.

Most Important Areas for Focus

Focus groups developed a list of priorities for future and continued work. The groups indicated a strong desire for improvements in transportation, education, job skills development, access to mental health, affordable housing, breaking the cycle of poverty and coordination of services to the public.

Some specific recommendations included:

Increasing access to healthcare appointments, prescription medications and healthy food through enhancements to transportation

Improving youth literacy levels, focusing on adult literacy programs and teaching parenting skills

Providing technical training and affordable trade school education to students who may not wish to go to college. Increasing awareness about careers that can be pursued with trade certifications

Improving access to low cost mental health services throughout the Brazos Valley

Providing additional affordable and safe housing options for low-income residents

Increasing partnerships with nonprofits and public services to improve access to services

FOUR Focus Groups

Local Employers from United Way employer partners

Local Leaders from within the 7 county region

Volunteers who support United Way's work

Local Funders who provide grants to local programs

FIGHTING FOR EVERY PERSON

In The Brazos Valley

RECOMMENDATIONS

The 2020 Community Impact Study revealed certain trends and themes that were prevalent in the survey results, focus groups and data analysis. Recommendations were extrapolated from the trends in order to guide the future work of United Way of the Brazos Valley.

The overall recommendations were to align our measurable goals with the United Way Global Framework, expand our footprint in rural counties, provide transportation solutions to healthcare and to streamline our investments and programs in the community. Throughout the next six years, United Way of the Brazos Valley will act on these recommendations in order to better align with the needs our communities.

United Way of the Brazos Valley will build upon the foundation of the 2020 Community Impact Study to modify and transform our investment strategies and program implementation.

Align Measurable Goals with United Way Global Results Framework

United Way of the Brazos Valley will incorporate trackable measurements that align with the Global Results Framework already supported by United Way Worldwide. These data measurements were validated through prioritization during the community survey portion of the 2020 Community Impact Study. **As indicated on page eleven of this study,** the Brazos Valley community has determined which priorities are most critical in the categories of Early Education, Youth Programs, Financial Stability and Health. We will align those priorities to apply to both the programs we facilitate and the funding investments we make in nonprofit partner agencies.

Expand Footprint in Rural Counties

Through recommendations provided during focus group sessions, we will develop processes for expanding our work in the six counties surrounding Brazos County. Specific strategies would include: creating advisory councils in each county, distributing county level outcomes data to employers, nonprofits and governmental agencies, expanding our Youth

Leadership Cabinet to include cabinets in other counties and expanding our Early Literacy Program into additional counties. The focus groups also recommended more reporting to be delivered to City Councils and Commissioner Courts. Employer partners expressed interest in the sharing of calendar events and developing county specific reports to distribute to their employees.

Provide Transportation Solutions

Transportation and its impact on access to healthcare has been a long-time critical need in the Brazos Valley. Results from the 2019 Brazos Valley Health Status Assessment confirm that transportation continues to be a top concern for residents in our communities. United Way of the Brazos Valley intends to pilot and expand a collaborative initiative with Texas A&M School of Public Health to bring an innovative solution to providing transportation to healthcare through the use of volunteer drivers. The collaboration began in 2017 and we anticipate the program will be ready for pilot in the Fall of 2020 with the intent of launching fully in 2021. The success of the Ride2Health program would provide an on-demand and scheduled ride solution to low and middle income families who struggle with access to healthcare due to transportation limitations.



Streamline Investments and Programs

United Way of the Brazos Valley provides the most impact to our communities by funding local nonprofit agencies that focus on Education, Financial Stability and Health. Our partnerships with these agencies is both a financial commitment and a collaborative effort. The partner nonprofit agencies we support join us regularly to analyze complex community-wide problems and search for coordinated solutions.

The 2020 Community Impact Study process has shown there may be some ways we can modify our current approach to investments and programs in order to align better with the community needs.

It has been recommended we explore the following potential changes:

- Revise the funding application process to potentially move from a 2-year application and funding duration to a 3-year application/duration

- Complete a Community Impact Study every six years instead of five years to align with either 2-year or 3-year funding durations

- Create a more streamlined grant application process in which there are clarified eligibility requirements and disclosed exclusions to clarify what does not align with our mission

- Explore feasibility for smaller grant funding options with minimized eligibility criteria for organizations outside of Brazos County

2018 Community Impact Grant Recipients



RECOMMENDATIONS

FIGHTING FOR THE FUTURE

Of The Brazos Valley

CONCLUSION

Through the recommendations discovered during the 2020 Community Impact Study, the United Way of the Brazos Valley seeks to remain relevant and inclusive in our efforts to create positive change in our communities. It is our continued aspiration to be a driving force toward meeting and addressing critical needs in our community. Our board and staff are committed to seeking input from diverse sources in order to make us a stronger organization focused on assisting those most in need in the Brazos Valley. It is through our collaborations and partnerships that we were able to evaluate where we are today and where we need to focus for our future. We are grateful to be part of a community that is willing to participate with us in our journey to solve complex community-wide issues.

The year 2020 presented our country and our communities with some unique challenges to overcome. United Way of the Brazos Valley reevaluated some of our policies, processes and programs to more closely align with the ever changing needs in this new environment. Specifically, we adapted to community needs due to COVID-19 and enhanced our commitment to diversity, equity and inclusion.

Early Impacts of COVID-19

After the community survey and focus group sessions were completed for the 2020 Community Impact Study, the coronavirus pandemic became a prevalent force in our community. It is too early to know the full impact of this disaster as it translates to the future of our work and the changes needed to address evolving community needs. Some of our partner agencies have already made transitions to utilizing telehealth options and increasing telephonic visits and we participated in a partnership to create the Brazos Valley COVID-19 Community Relief Fund. United Way of the Brazos Valley is committed to shifting our focus as necessary to meet the needs of our most vulnerable populations. In doing so, we will seek continued opportunities to communicate and collaborate with local nonprofits and governmental agencies to tackle the most pressing issues as they arise.



Diversity, Equity & Inclusion Statement

United Way of the Brazos Valley fights for the health, education and financial stability of every person in the Brazos Valley.

We commit to cultivating a culture of diversity, equity and inclusion, which is vital to our mission.

We value all visible and invisible attributes that make you who you are and celebrate the uniqueness of every person.

We embrace the strength that comes from our differences while serving our community in a spirit of unity.

We elevate the needs of vulnerable populations with investments to our Community Partners and internal programs, focusing on building a just and fair environment in which we can all participate, prosper and reach our full potential.

We believe that all United Way of the Brazos Valley Board of Directors, staff, volunteers and Community Partners must demonstrate our culture of diversity, equity and inclusion because it is the essence of what it means to LIVE UNITED.

To read United Way of the Brazos Valley's full Diversity, Equity & Inclusion statement, visit uwbv.org.

United Way of the Brazos Valley

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Help us to get the word out.

Please share how YOU plan to join the fight
and transform your community with
United Way of the Brazos Valley.

Be sure to include #LiveUnited



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