

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR  
CHILDREN AND YOUTH NEEDING DEVELOPMENTAL OPPORTUNITIES**

**Definition of consumer population:**

Children and youth ages 8-15 years growing up in low-income neighborhoods/  
communities.

**Desired outcomes as a result of investing in services for this population:**

- Children and youth are “connected” to a caring social network of adults and peers.
- Children and youth will develop positive life skills.

**United Way’s Developmental Opportunities Investment Strategies:**

- A. **Youth development programs**, with a mandatory service learning component, aimed at developing life skills for youth ages 8-15 years.
- B. **Adult-child group (one adult and several children) mentoring** for youth 8-15 years old.
- C. **Adult-child one-on-one mentoring** for youth 8-15 years old.