

UNITED WAY CONSUMER INVESTMENT STRATEGY FOR WORKING POOR

Definition of consumer population:

Individuals/families with little education, dropped out of high school, on public assistance, are unemployed and/or earn under 200 percent of poverty.

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

- Consumers gain skills, education and/or employment training needed to obtain and maintain employment
- Consumers gain skills, employment training and support services needed to obtain and maintain employment
- High School youth will stay in school, matriculate, graduate, gain employment and/or go enroll in post secondary education.

United Way's Working Poor Investment Strategies:

- A) Remediation of educational/social deficits:** Provision of services that address remediation of consumer's educational/social deficits and provide assistance, information, guidance, and training to secure and retain employment
- B) Barriers to attaining/maintaining employment:** Provision of services that address barriers to attaining and/or maintaining employment, including, but not limited to, participation in disability-related center-based (sheltered) employment
- C) Stay-in-school strategies:** Provision of prevention services that focus on stay-in-school strategies for junior high and high school age youth.