

GUIDING THE KENNEBEC VALLEY FORWARD



# HOW TO MAKE AN IMPACT

## ► What is Impact2032?

Impact2032 is a community-wide effort to establish ten-year goals in health, education and financial stability under a shared vision for Kennebec County.

Impact2032 is not a program—it is a driving movement that unites community members to accelerate change. It is a deeply coordinated and collaborative effort led by United Way of Kennebec Valley and driven by community leaders from the business, nonprofit and government sectors.

## ► Why Impact2032?

There is plenty of good happening across Kennebec County, but we recognize that organizations aren't always moving in the same direction toward the same goals.

While Kennebec County is a great place to live, work and play, not everyone is doing well. Too many of our neighbors cannot afford their basic needs, too many of our youth are falling behind in school and too many community members are dying early from preventable causes.

## ► Join Impact2032

- STEP 1** { **Endorse:** You and/or your organization sign(s) a Statement of Endorsement to affirm your support of Impact2032.
- STEP 2** { **Advance:** You and/or your organization shares the strategies you use or will be using to work towards the community vision of Impact2032. You decide how you can make the biggest difference in the community!
- STEP 3** { **Evaluate:** You and/or your organization can report out to determine the effectiveness of your work and share results of Impact2032 with the community.

[info@impact2032.org](mailto:info@impact2032.org)

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# GOALS BY 2032



## Vision for Health

Children and adults in Kennebec County will have opportunities to engage in healthy behaviors and leverage prevention and wellness services.

Measurement: **Years of potential life lost before age 75 per 100,000 population.**

DECREASE

Baseline: 7,287.7 → Goal: 6,900



## Vision for Education

Children and families in Kennebec County will have access to quality early learning experiences prior to kindergarten.

Measurement: **Percentage of 3rd graders who score at or above state expectations for reading.**

INCREASE

Baseline: 82.6% → Goal: 87%



## Vision for Financial Stability

Adults and families in Kennebec County will have employment, income and resources to achieve financial stability.

Measurement: **Percentage of households paying more than 30% of household income for housing (rent or mortgage, plus utilities).**

DECREASE

Baseline: 26.6% → Goal: 23%

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# STATEMENT OF ENDORSEMENT

Kennebec County needs people like you who want to support a better future for ourselves and our community members.

Impact2032 establishes a vision for health, education and financial stability to improve lives in Kennebec County. We recognize that individuals and organizations across business, nonprofit and government sectors must work collectively to create the most significant and meaningful impact in our communities. Only when we come together can we acknowledge the needs, understand efforts that are underway and adjust or build systems to enhance the quality of life for everyone.

I and/or my organization believes in the value of communities working together to accelerate change and therefore endorses the visions of Impact2032.

▶ I am pledging for:  My Organization  Myself  Both

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

## Contact Information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

▶ Please indicate which areas you have interest in.  Health  Education  Financial Stability

▶ **What happens next?** We will be in touch with you directly to schedule a meeting about next steps. We will support you in determining ways you and/or your organization can shift from "endorse" to "advance" by developing an Impact2032 Plan. As part of the plan, we will help you identify what things you already have in place, what new things you may want to implement, and who you may want to connect with in the community. Each Impact2032 Plan will look very different depending on the nature and capacity of each organization.

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