

# BOLD GOALS 2030



Together, we will make meaningful, measurable improvements in the lives of people in our community by the year 2030.

**Bold Goals 2030** is a strategic vision for making our community a stronger place for everyone who calls it home. Developed by key leaders, experts and community members like you, **Bold Goals 2030** outlines key strategies that will help transform our community by addressing our most pressing needs.

1

**50% or more of children will be kindergarten-ready.**

2018 Baseline » 25.5% of children ready to start kindergarten.  
Source: Murfreesboro City Schools

2

**80% or more of households will pay less than 30% of their income on housing.**

2017 Baseline » 73% of current households are paying less than 30% of their income on housing.  
Source: U.S. Census Bureau

3

**75% or more of households will be above the ALICE\* threshold.**

\*Asset Limited, Income Constrained, Employed 2016 Estimate » 52% of households are above the threshold. Source: United for ALICE

4

**Improve mental health by 25% or more.**

2016 Baseline » Average number of mentally unhealthy days reported in the last 30: 4.2 days/month. Source: County Health Rankings and Roadmaps

5

**30% or less of public school students and adults will be overweight or obese.**

2017 Baseline » 40.3% of public school students are overweight or obese. | 2015 Baseline » 33% of adults are obese. Source: Tennessee Department of Education Source: County Health Rankings and Roadmaps

6

**Decrease drug-related overdose deaths and suicides by 25% or more.**

2017 Baseline » 20 deaths per 100,000 people.  
Source: Tennessee Department of Health

We invite you to contribute your time, talents and resources to solve our community's most difficult problems. UNITED, we can accomplish our community's vision for success.

United Way of Rutherford & Cannon Counties  
3050 Medical Center Parkway, Floor Two | Murfreesboro, TN  
615-893-7303 | [yourlocaluw.org](http://yourlocaluw.org)



# FUNDED PARTNERS

We hold ourselves and our partners accountable to show impact in measurable and lasting ways. We make your dollars go further with strategic investments in the areas of health, education and financial stability that are aligned with our community's **Bold Goals 2030**.

## EARLY CHILDHOOD DEVELOPMENT

### Ann Campbell Early Learning Center

- Child Care Program

### Nurses for Newborns of Tennessee

- Home Nurse Visitation in Rutherford County

### Nurture the Next

- Strengthening Families in Rutherford County

### Read To Succeed

- Youth and Family Literacy

### Rutherford Co. Primary Care & Hope Clinic

- Healthcare for Families

### The Family Center

- Family Resilience

## FINANCIAL STABILITY

### Bridging the Gap Collaborative

- Murfreesboro Cold Patrol, Stepping Stones, and The Salvation Army

### Domestic Violence and Sexual Assault Center

- Emergency Shelter

### Dominion Financial Management

- Get Ready for Homeownership

### Legal Aid Society of Middle Tennessee

- Free Legal Services

### Middle Tennessee State University Foundation

- MTSU Charlie and Hazel Daniels Veteran and Military Family Center

### Murfreesboro Cold Patrol

- Next Steps

### Nourish Food Bank

- Nourishing the Community

### Read To Succeed

- Adult Literacy

### Rutherford County Area Habitat for Humanity

- Affordable Housing Down Payment Assistance

### Stepping Stones Safe Haven

- Housing Stability Program

### The Community Helpers of Rutherford County

- Rent and Utilities Assistance

### The Salvation Army (Rutherford County)

- Emergency Supportive Housing

## HEALTHY BEHAVIORS (NUTRITION & OBESITY)

### Boys & Girls Clubs of Rutherford County

- Triple Play

### Cannon County Senior Citizens Center

- Wellness Program

## MENTAL HEALTH & SUBSTANCE ABUSE

### Alive Hospice, Inc.

- School-Based Grief in Rutherford and Cannon Counties

### Big Brothers Big Sisters of Middle TN

- Big Brothers Big Sisters Youth Mentoring

### Boys & Girls Clubs of Rutherford County

- SMART Moves

### Branches

- Trauma Therapy Workshop

### Child Advocacy Center of Rutherford & Cannon Counties

- Child Abuse and Sexual Abuse Program
- Darkness to Light Community Education
- Drug Endangered Children

### Domestic Violence and Sexual Assault Center

- Sexual Assault Services

### Doors of Hope

- Open Doors

### Insight Counseling Centers

- Community Access to Mental Health Counseling

### Mental Wellness for All Collaborative

- Centerstone of Tennessee and Murfreesboro City Schools

### Murfreesboro City Schools

- Expanding Students4Success

### Renewed Life Ministries Outreach

- Mens Recovery and Re-entry Program

### STARS (Students Taking a Right Stand)

- Enhanced Student Assistance Program

- Student Assistance Program

# PROGRAMS & INITIATIVES

Your support powers our direct services, collaborations and partner programs to address the immediate needs of today and build long-term solutions for tomorrow.



**211** is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve—and save—lives. [yourlocaluw.org/211](http://yourlocaluw.org/211)



**Tennessee Benefit Kitchen** is a free screener that all Tennesseans can use to determine eligibility for several tax credits and many federal, state and local public benefits—and to access the application sites to apply for those for which they qualify. [app.benefitkitchen.com](http://app.benefitkitchen.com)



**Born Learning Academy** is an engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. [yourlocaluw.org/bornlearning](http://yourlocaluw.org/bornlearning)



**Catalyst** is a program focused on training volunteers to serve in nonprofit leadership roles, such as nonprofit boards, in Rutherford and Cannon counties. Community leaders participate in the program to become engaged in social responsibility through the means of advocacy, giving and volunteerism. [yourlocaluw.org/catalyst](http://yourlocaluw.org/catalyst)



**The Family Collective** is an initiative of the United Way of Greater Nashville, in partnership with the United Way of Rutherford and Cannon Counties. The Family Collective has expanded to Rutherford County through a grant from the Tennessee Department of Human Services. The initiative was established in 2014 to prevent and end homelessness. Families receive at least one core wrap-around service and select the service mix that best meets their needs. [yourlocaluw.org/familycollective](http://yourlocaluw.org/familycollective)



Your local **Imagination Library**, formerly Rutherford Books from Birth and Cannon Books from Birth, builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of Rutherford and Cannon Counties serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. [yourlocaluw.org/imaginationlibrary](http://yourlocaluw.org/imaginationlibrary)



The **Launch Point** initiative connects local industry and community partners to help remove barriers to families obtaining and maintaining living wage employment. Success coaches work with families to identify their goals, develop a plan and connect families to the unique resources needed to thrive. [yourlocaluw.org/launchpoint](http://yourlocaluw.org/launchpoint)



**SingleCare** is a free prescription discount program. Prescription costs are reduced on average by 45%. [singlecare.com](http://singlecare.com)



**Volunteer Connect** is a platform for local agencies to list their volunteer opportunities and needs. Volunteers can sign up for opportunities, connect with local nonprofits and track volunteer hours. Get involved. Make a difference. [unitedwayvolunteer.org](http://unitedwayvolunteer.org)



The **Volunteer Income Tax Assistance (VITA)** program is a financial stability initiative of the United Way of Rutherford and Cannon Counties. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals each tax season. [yourlocaluw.org/vita](http://yourlocaluw.org/vita)