

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 South Central Tennessee
3050 Medical Center Parkway, Floor Two | Murfreesboro, TN
615-893-7303 | yourlocaluw.org



PROGRAMS & INITIATIVES

Rutherford and Cannon Counties

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



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



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



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



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



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



SingleCare is a free prescription discount program. Prescription costs are reduced on average by 45%. 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



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

FUNDED PARTNERS

Rutherford and Cannon Counties

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

- ACE Learning Center - The Future's Present

Down Syndrome Association of Middle TN

- Smart Start

Nurses for Newborns of Tennessee

- Home Nurse Visitation in Rutherford County

Nurture the Next

- Strengthening Families in Rutherford County

Primary Care & Hope Clinic

- Healthcare for Families

The Family Center, Inc.

- Family Resilience

FINANCIAL STABILITY

Boys & Girls Clubs of Rutherford County, Inc.

- Career Exploration

Bridging the Gap Collaborative

- Crisis to Stabilization - Murfreesboro Cold Patrol, Stepping Stones, The Salvation Army, Community Helpers, Dominion Financial Management, Nurses for Newborns

Community Helpers of Rutherford County, Inc.

- Rent and Utility Assistance Program

Domestic Violence and Sexual Assault Center

- Emergency Shelter Services

Dominion Financial Management

- Get Ready Financial Stability Program

Legal Aid Society of Middle Tennessee and the Cumberlands

- Free Civil Legal Services

Read To Succeed

- Adult Literacy Program

Rutherford County Area Habitat for Humanity

- Affordable Housing Down Payment Assistance

The Journey Home

- Marketplace Re-Housing

The Salvation Army

- Emergency Supportive Housing

HEALTHY BEHAVIORS (NUTRITION & OBESITY)

Boundless Potential Collaborative

- Second Harvest Food Bank of Middle Tennessee, Murfreesboro City Schools, Rutherford County Schools, Cannon County School District

Boys & Girls Clubs of Rutherford County

- Triple Play

Cannon County Senior Citizens Center

- Wellness Program

MENTAL HEALTH & SUBSTANCE ABUSE

Alive Hospice, Inc.

- Children's Grief in Rutherford and Cannon Counties

Big Brothers Big Sisters of Middle TN

- Big Brothers Big Sisters Youth Mentoring

CASA of Cannon County

- Recruit, Train, and Supervise Volunteer Advocate

Child Advocacy Center of Rutherford

& Cannon Counties

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

Doors of Hope

- Open Doors Re-Entry Program

Family Forward Collaborative

- Kymari House, Thriving Together TN, Family & Children Services

Fostering Resilience with Marginalized Youth and Families Collaborative

- Murfreesboro City Schools, STARS, Read to Succeed

Harm Reduction Collaborative

- Murfreesboro Cold Patrol and Prevention Coalition for Success

Insight Counseling Centers

- Community Access Program

Mental Wellness for All Collaborative

- Centerstone of Tennessee and Murfreesboro City Schools

Renewed Life Ministries Outreach

- Recovery and Re-Entry Program

Seeds of P.R.A.I.S.E.

- The S.O.P. Blueprint for Success

STARS (Students Taking a Right Stand)

- Enhanced Student Assistance Program
- Student Assistance Program