

United Way of Hampshire County Seeks Community Input to Inform Investment Strategies in Economic Security Programs

NORTHAMPTON, Mass., October 11, 2016—The United Way of Hampshire County is going straight to the source to seek input in its efforts to support Economic Security in Hampshire County. An integral part of the work of United Way is turning outward and listening to the community.

Through a comprehensive online survey, UWHC is asking people who live and work in our community, and who volunteer and participate in local programs, for their input, opinions and perceptions about the economic security of Hampshire County residents.

Through its annual campaign, UWHC rallies more than \$1.3 million annually from individuals and businesses throughout Hampshire County to invest in opportunities that create a better life for all. The work of UWHC is about creating positive lasting change in our community through a focus on three program areas: Children & Youth, Economic Security, and Health & Safety.

In order to more effectively ensure that local basic needs are met and that opportunity is in reach for all, UWHC recently held a series of listening sessions throughout the region with professionals in the field. Themes that emerged included the importance of service coordination and the value of collaboration in providing comprehensive support. Discussions also focused on the need to balance the availability of services to address immediate needs with those that promote long-term stability. UWHC aims to build on the input from those sessions with its community survey.

UWHC invites input from all parts of the Hampshire County community. To participate in the survey, please use the following link <https://www.surveymonkey.com/r/EconSec2017>. The survey can also be found on our website, uwhamphshire.org.

“The people who live and work in Hampshire County are our best sources of information and perspective,” said James Ayres, executive director of UWHC. “This survey is a way for us to put an ear to the ground and gather advice. This will inform our efforts to improve the quality of life of all of our residents – in turn benefitting us all.”

The UWHC survey, which is anonymous, will be used to identify the needs in such areas as food security, workforce development, housing and adult education and offer insights about how UWHC can make the most efficient and effective investment of campaign dollars. UWHC administered similar surveys in relation to its Health and Safety and Children and Youth program areas in prior years.

Thanks to the success of recent annual community campaigns, UWHC has been able to increase overall funding to local programs and initiatives in each of the past seven years.

About United Way of Hampshire

United Way of Hampshire County engages and inspires the people, employers, and organizations of Hampshire County to give, advocate, and volunteer on behalf of our community. Our vision is that all individuals and families have the tools and resources to reach their full potential through education, economic security, and wellness.

Lifting together, we build strong, vibrant, and inclusive communities.

To invest, volunteer, or to obtain more information, call United Way of Hampshire County at (413) 584-3962 or visit www.uwhamphshire.org.

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