

Program Outcome Measurement: Report to the Community



United Way
of Manatee County, Inc.

Table of Contents



- Introduction: Why Outcomes Matter
- What Outcomes Funders Plan to Achieve
 - ▣ United Way of Manatee County, Inc.
 - ▣ Manatee County Government Children's Service
 - ▣ Manatee County Government Adult/Other Services

Introduction: Why Outcomes Matter

Funders at all levels are placing increasing emphasis on accountability, transparency, and impact. The newly revised IRS Form 990 for non-profits now requests information on program impact. The Better Business Bureau includes criteria for measuring effectiveness in its rating system. While recognizing that progress is being made, a recent report sponsored by the Hewlett Foundation called for the following: “The sector must capture, analyze, distribute, and use information on nonprofit organizational performance and social impact more effectively... [The current] information-poor environment makes it difficult to have honest conversations about performance, limiting opportunities for learning and improvement” (McKinsey & Company, 2008).

In 2000, Manatee County Government and United Way of Manatee County embarked on a joint project to implement outcome-based evaluation to document social impact. Tracking and sharing performance and impact information through measuring outcomes is important to both local funders and our community’s nonprofit agencies:

It provides tools and data for decision-making regarding investment of resources, both at the community and the agency level.

It encourages collaboration and coordination of efforts when performance information is shared and opportunities for synergy are seen.

It helps build strong nonprofit agencies to serve our community when they can learn and improve.

It provides information for one aspect of accountability and transparency.

It helps local agencies communicate their impact to current and potential donors.

Introduction: Why Outcomes Matter

This report to the community provides an overview of the Outcome priorities of United Way of Manatee County and Manatee County Government. Both United Way and Manatee County fund nonprofit agencies to work toward these broad Outcomes.

This report provides a listing of each funder's priority area and the programs being funded to address that priority area. Relevant data on needs related to the priority or the results achieved to date are also included.

What Outcomes Funders Plan to Achieve

5



United Way of Manatee County

United Way of Manatee County has identified five priority impact areas. The name of the priority area, the impact nonprofit programs work toward, and the programs funded to achieve that impact are provided, by priority area, on the next five pages.

Food and Shelter

Families and community members move from crisis and return to stability and self-sufficiency.

6

100 percent of families who receive homeless prevention help successfully avoid evictions, or utility shutoff and remain housed with functioning utility service.

50 percent of those who receive homelessness prevention services remain successfully housed one year later.

- Building Strong Families (Jewish Family and Children's Services)
- Disaster Services (Red Cross)
- Emergency Safe Shelter (Hope Family Services)
- Emergency Shelter (Manatee Children's Services)
- Family Shelter (Salvation Army)
- Home Delivered Meals (Meals on Wheels)
- Housing Counsel/Financial Literacy/Foreclosure Prevention (Catholic Charities)
- Men's Shelter (Salvation Army)
- Open Door Resource Center (Community Coalition on Homelessness)
- Social Services/Emergency Financial Assistance (Salvation Army)
- Transitional Development (Community Coalition on Homelessness)

Intervention and Prevention for Abuse and Violence

Community members connect with resources to attain skills to prevent, or to begin their recovery from abuse, neglect, and/or violence.



The rate of children experiencing child abuse is 3.7 (per 1,000) per month in Manatee County, compared to 4.9 for the state.

The domestic violence rate for Manatee County in 2008 was 818.5 (per 100,000), compared to a rate of 601.3 for the State of Florida in the same year.

In 2008, the Florida Department of Law Enforcement reports that the rate of forcible sex in Manatee County was 43.4 per 100,000, compared to 57.5 for the State of Florida.

- Children's Counseling (Hope Family Services)
- Domestic Violence Counseling (Hope Family Services)
- Family Foundation (Anna Maria Island Community Center)
- Horizons Plus (Jewish Family & Children's Service)
- Parent Partner (Family Partnership Center)
- Rape Crisis -- Adults (Manatee Glens)
- SOAR Program (Insight Counseling)
- Victim Advocacy Services (Hope Family Services)
- Youth & Parent Support Services (Family Resources)



Report to the Community

Early Childhood Development

Children develop cognitive, social, emotional and physical skills so that they are ready for learning in school.

In 2009, 89.5 percent of children were determined to be “ready for school” by the Florida Department of Education.

- ❑ Early Care and Education Program (Early Learning Coalition)
- ❑ Healthy Families Manatee (Manatee Community Action Agency)
- ❑ Migrant (Children's Academy)
- ❑ Reading for Success (Children's Academy)
- ❑ Scholarships (Children's Academy)
- ❑ Selby Preschool (Community Haven)
- ❑ Whole Child Project (Manatee Community Action Agency)
- ❑ Wrap Around Services (Children's Academy)



Services for People with Disabilities, the Elderly, and their Caregivers

Community members acquire functioning skills necessary to more fully integrate and participate in the community and to achieve a satisfying quality of life.



The Census reports that just over 15 percent of Manatee County's residents have some type of disability – sensory, physical, mental, self-care, or go-outside-home (2005-2007 average)

Only 46.7 percent of those age 16 to 64 with a disability are employed, compared to 75.5 percent of those without a disability.

In addition, 13.2 percent of those with a disability are living below the poverty level.

- ❑ Adult Day Care (Meals on Wheels PLUS)
- ❑ Adult Literacy (Literacy Council)
- ❑ Alzheimer's Day Respite Services (Meals on Wheels PLUS)
- ❑ Community Advocacy & Resources Education (Community Center For Deaf and Hard of Hearing)
- ❑ Community Living (Community Haven)
- ❑ Direct Client Services (Epilepsy Services of SWFL)
- ❑ Dream Oaks Camp (Foundation for Dreams)
- ❑ Equipment Loan & Repair (SCIL)
- ❑ Project Rainbow (Easter Seals)
- ❑ Residential Services (Manasota ARC)
- ❑ Respite Services (Family Network on Disabilities)
- ❑ Super Seniors & Special People (Myakka Community Center)
- ❑ The Bridge (Community Center for Deaf and Hard of Hearing)
- ❑ Therapeutic Horseback Riding (S.M.A.R.T.)
- ❑ Transition Services (Community Haven)

Youth Development

Youth improve academic achievement, develop pro-social attitudes to help them make better choices in life, and lower risk.

75 percent of youth enrolled will improve their academic performance over a ten week period.

80 percent of youth served will demonstrate new behaviors and skills, such as completing new activities, being able to follow directions, showing respect for themselves, their peers and staff, and showing cooperation by helping other youth.

- After School Enhancement Program (Tallevast Community Centers)
- Baby Think it Over (Girl Scouts)
- BASE Summer Enrichment (United Community Centers)
- Building Alternatives to Drugs (United Community Centers)
- Community Based Mentoring (Big Brothers/Big Sisters)
- Cultural Arts & Physical Education (United Community Centers)
- Foundation For Excellence (Palmetto Youth Center)
- Intervention/Positive Futures (Palmetto Youth Center)
- Little League (Palmetto Youth Center)
- Morning/After School/Camp (Myakka Community Center)
- Peer Empowerment (United Community Centers)
- Project Learn (Boys & Girls Clubs)
- REACH Teen Program (Anna Maria Isl. Comm. Ctr.)
- School Age Child Care (Manatee YMCA)
- Scouting (Boy Scouts)
- Stepping Up To Success (Just for Girls)
- Teen Club (Myakka Community Center)
- Teen Supreme (Boys & Girls Clubs)
- TLC /Lead (Anna Maria Isl. Comm. Ctr.)
- Transition Services (PACE Center for Girls)
- Transportation (Children's Academy)

What Outcomes Funders Plan to Achieve



Manatee County Government Children's Services

The Children's Services Advisory Board has also identified priority areas and broad outcomes to achieve through funding local nonprofit providers. The priority area, outcome to be achieved, and agencies working toward that outcome are listed on the next pages.



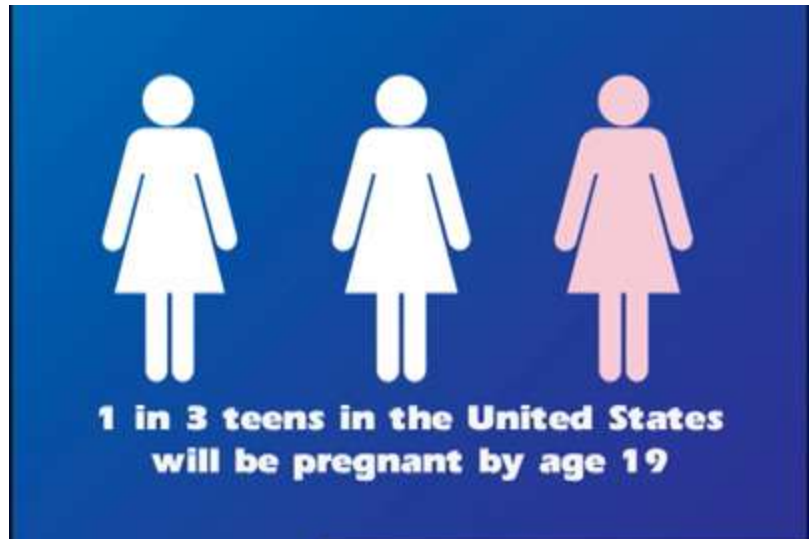


Teenage Pregnancy Prevention

Teens in Manatee County will not become pregnant or father a child.

The rate of births to mothers aged 10 to 17 in Manatee County is 14.8 per 1,000, compared to 9.1 per 1000 for the State of Florida (rolling three year rate; CHARTS, 2005-2007).

- Get Real (Care Net)
- Girl Scouts Reaching Out - Baby Think it Over (Girl Scouts)
- GAPS (Just for Girls)
- Teenage Pregnancy Prevention (Manatee Children's Services)
- Teenage Pregnancy Prevention (PACE Center for Girls)
- It's yoUR CHOICE (MC School District)



Report to the Community



Child Day Care

Children in Manatee County attending daycare will be ready for school.

The Kindergarten profile for Manatee County shows there were 3,355 children enrolled in kindergarten in 08/09, 97% of which were promoted to the 1st grade an improvement over the past two years which 92% (06/07) and 94% (07/08) were promoted to first grade.

- Comprehensive Pre-K (Children's Academy)
- Early Care and Education (Early Learning Coalition)





Advocacy, Crisis Support, and Safety

Children and Families move from crisis to a more stabilized situation.

Just over 4,200 families with children under 18 are living in poverty (or 13.5 percent of all families with children under 18) (American Community Survey, 2006-2008).

- Whole Child Project Manatee (Man. Com. Action Agency)
- S.C.A.N. (Manatee Children's Services)
- Baker Act Youth (Manatee Glens Corporation)
- Rape Crisis Child Advocacy (Manatee Glens Corporation)
- MC Citizen's Review (Manatee County Citizen's Review)
- Emergency Family Food & Baby Baskets (Meals on Wheels)
- Family Shelter (The Salvation Army)



Report to the Community



Before School, After School, and Summer programs

School-aged children are in a safe place during non-school hours and demonstrate increased knowledge and/or positive changes in behavior.

Participating students will have 25 percent fewer absences than those evidenced by the total Harllee Middle School.

85 percent of the children surveyed in the YMCA South Branch Youth Programs will increase their knowledge of physical fitness, nutrition, and healthy living.

- TLC/Lead (Anna Maria Island Community Center)
- Scouting (Boy Scouts of SWFL)
- Destination for Kids (Boys and Girls Clubs)
- Project Learn-Harllee Middle School (Boys and Girls Clubs)
- TEENSupreme (Boys and Girls Clubs)
- The Club (Southeast H.S.) (Boys and Girls Clubs)
- Iron Sharpening Iron (Ed. Consultants Consortium)
- Stepping Up To Success (Just for Girls)
- Middle School (Manatee Family YMCA)
- Pride Park Gang Prevention (Manatee Family YMCA)
- School Age Child Care (Manatee Family YMCA)
- South Branch (Manatee Family YMCA)
- Summer Programs (Manatee Family YMCA)
- Morning and After Care (Myakka City CC)
- Project Smart (Myakka City CC)
- Foundation for Excellence (Palmetto Youth Center)
- After School and Summer (Police Athletic League)
- Before/After School/Summer (Tallevast Community Center)
- BASE: Before and After Summer Enrichment (United Community Centers)



Counseling

Troubled youth and/or family members demonstrate improved coping skills.

90 percent of clients learned at least one problem-solving or anger management skill to resolve peer conflicts.

Students who complete the in-school Intense Phase and nine-week follow-up services will demonstrate improvement in at least one of the following areas: (1) interpersonal and social skills, (2) sense of self worth and self mastery, and (3) control over aggressive and impulsive behaviors.

- Family Foundations Program (Anna Maria Island Community Center)
 - Adoption & Family Preservation (Family Creations)
 - Family Resolutions (Family Resources)
 - Residential Shelter (Family Resources)
 - Children's Counseling (Hope Family Services)
 - Sexual Offending & Abuse Reactive Services (Insight Counseling Services)
 - Safe Alternative to Out-of-School Suspension (Jewish Family & Children's Services)
 - Crisis Intervention Counselor (Manatee Children's' Services)
 - Sexual Abuse Treatment (Manatee Children's' Services)
 - Adoption Preservation (Manatee Glens Corporation)
 - Children's Community Action Team (CAT) (Manatee Glens Corporation)
 - Rape Crisis Children's Therapy/KITE (Manatee Glens Corporation)
- Report to the Community



Services to Children with Special Needs

Children with special needs and their families have access to their support networks.

The Census reports that 6.4 percent of children age 5 to 15 have some type of disability – sensory, physical, mental, or self-care (2005-2007 average).

- The Bridge (Children & Families) (Community Center for the Deaf & Hard of Hearing)
- Children and Youth Services (Community Haven & Adult Community Services)
- Whole Child Project Manatee (Community Haven & Adult Community Services)
- Project Rainbow Respite Care (Easter Seals of SWFL)
- Sarasota/Manatee Respite Coalition (Family Network on Disabilities)
- Dream Oaks Camp Program (Foundation for Dreams)



Report to the Community



Medical Services to Children

All children have access to primary and specialty care services.

In Manatee County, 67.6 percent of mothers received first trimester prenatal care (Florida Department of Health, 2006-2008 average).

- Dental Care for Children (Boys and Girls Clubs)
- Medical Exams for Children (Manatee Children's Services)
- Children's Dental (Manatee County Rural Health)
- Perinatology Services (Manatee County Rural Health)



Report to the Community



Education and Awareness

Students demonstrate increased knowledge about risk behaviors or community issues.

20.7 percent of Manatee County middle school students report use of any illicit drug, compared to 21.2 percent for the state (FYSAS, 2008).

43.1 percent of Manatee County high school students report use of any illicit drug, compared to 37.5 percent for the state (FYSAS, 2008).

- R.E.A.C.H./LEAD (Anna Maria Island CC)
- Smart Moves (Boys and Girls Clubs)
- More Alike than Different (Family Network on Disabilities)
- Promoting Self-Sufficiency & Survival (Just for Girls)
- REAP (Just for Girls)
- Roots & Wings Enrichment (Just for Girls)
- KIDS Personal Safety (MCS)
- PWA Speaker's Bureau (Manatee County Health Depart.)
- Choices (Myakka City CC)
- Teen Club (Myakka City CC)
- Youth Empowerment Program (Myakka City CC)
- Bridge (Palmetto Youth Center)
- Intervention Positive Futures (Palmetto Youth Center)
- Next Step (Palmetto Youth Center)
- Building Alternatives to Drugs (United Community Centers)
- Cultural Arts & Physical Education (United Community Centers)
- Peer Empowerment Program (United Community Centers)



Alternative Education

Students stay in school.

The high school graduation rate in Manatee County is 74.5 percent, compared to 76.3 percent for the state (FDOE, 2008-2009).

- Whiz Kids (Boys and Girls Clubs)
- Ready or Not (PACE Center for Girls)
- Student Support Project (PACE Center for Girls)



Report to the Community



Screening, Evaluation, and Therapy

Children with possible or known developmental delays are identified and addressed.

75 percent of children achieve specific, measurable improvements including growth in cognitive, fine/gross motor and communication skills.

80 percent of families will demonstrate understanding of activities to apply center-based skills into the home environment.

- Family Empowerment (Early Learning Coalition)
- Children's Therapy Center (Easter Seals of SWFL)
- C.A.T.C.H. (Manatee Community Action Agency)





Foster Care/Kinship Care

All abused and neglected children have a safe and stable environment.

85 percent of all program participant graduates had no additional record of child maltreatment at completion of the program and for two years thereafter.

- ❑ Boys Group Home (Manatee Children's Services)
- ❑ BRIC (Manatee Children's Services)
- ❑ Emergency Shelter (Manatee Children's Services)
- ❑ Girls Group Home (Manatee Children's Services)
- ❑ Grandparents as Parents (Manatee Children's Services)



Report to the Community



Parent Training

Adults caring for children are provided opportunities and show improvements to become better parents.

90 percent of HIPPY parents report they have increased their involvement with their child's early education by utilizing the HIPPY curriculum with their children for a minimum of four weeks.

- Parent Partner Program (Family Partnership Center)
- Partners in Education and Support (Family Partnership Center)
- Healthy Families (Match) (Manatee Community Action Agency)
- HIPPY (Manatee Community Action Agency)





Community Network

Clients are connected with resources, skills, and education.

Parents will report increased knowledge of child development and:(a) a specific parenting topic(s) (b) knowledge of community resources, and (c) the intent to use the new information.

- Parenting Education Coalition (Family Partnership Center)
- Manateens (Volunteer Services)



Report to the Community



Mentoring and Self-Esteem

Youth have increased academic achievement, self-esteem, social competence, and improved behavior through relationships developed with caring adults.

66 percent of Manatee County students are at or above state-defined grade level proficiency in 4th grade math (FDOE, 2009).

67 percent of Manatee County students are at or above state-defined grade level proficiency in 4th grade reading (FDOE, 2009).

- Site Based Mentoring (Big Brothers/Big Sisters)
- Little League/Social Recreation (Palmetto Youth Center)
- Horseback Riding for Individuals with Disabilities (SMART)



Report to the Community

What Outcomes Funders Plan to Achieve

26



Manatee County Government Adult/Other Services

Manatee County Government Adult/Other Services has also identified categories of funding. Those categories and the programs funded, are listed on the following pages.





Behavioral Health Care

27

Patients demonstrate an increase in their Global Assessment of Functioning (GAF) score at time of discharge compared to intake.

Patients are safely detoxed and medically stable upon discharge.

- Baker Act Services (Manatee Glens Corporation)
- Inpatient Substance Abuse Detox (Manatee Glens Corporation)
- Outpatient Substance Abuse Detox (Manatee Glens Corporation)
- Rape Crises Services (Manatee Glens Corporation)
- Marchman Act (Manatee Glens Corporation)
- In-County Mental Health Transport (Manatee Glens Corporation)





Community Network/Resources

28

2,250 hours of service are contributed by volunteers

Callers will have increased knowledge and awareness of human services resources in areas of their specific needs.

- Families United (Catholic Charities)
- 211 Information and Referral (United Way 211 of Manasota)
- Volunteer Referral Services (Volunteer Services of Manatee County)





Crisis Services

The domestic violence rate for Manatee County in 2008 was 818.5 (per 100,000), compared to a rate of 601.3 for the State of Florida in the same year.

- Legal Aid Services (Gulfcoast Legal Services)
- Advocacy (Hope Family Services)
- Emergency Safe Shelter (Hope Family Services)
- Pro Bono Legal Services (Legal Aid of Manasota)





Direct Assistance/Support

22.5 percent of Manatee County households earn less than \$25,000 per year.

In 2008, the American Community Survey (a Census product) estimated that 7.8 percent of families in Manatee County were living in poverty.

- Direct Family Assistance (Catholic Charities)





Disabled/Special Needs Population

The Census reports that just over 15 percent of Manatee County's residents have some type of disability – sensory, physical, mental, self-care, or go-outside-home (2005-2007 average)

Only 46.7 percent of those age 16 to 64 with a disability are employed, compared to 75.5 percent of those without a disability.

In addition, 13.2 percent of those with a disability are living below the poverty level.

- CAP (Community Center for Deaf and Hard of Hearing)
- CARE (Community Center for Deaf and Hard of Hearing)
- Adult Day Training (Easter Seals)
- Independent Living Adult Program (Lighthouse of Manasota)
- Employment Services (Manasota ARC)
- Adult Day Training (Manasota ARC)
- Equipment Loan and Repair (Suncoast Center for Independent Living)
- Portable Modular Ramps (Suncoast Center for Independent Living)





Education/Training

32

Individuals in classes obtain the resources, confidence, know-how, and skills to start or expand their business, purchase a home, or manage their finances.

Job seekers are better prepared to seek and obtain employment.

- Enterprise Center (City of Bradenton Central Community Redevelopment Agency)
- SMART (Women's Resource Center)





Health Care

The rate of HIV/AIDS cases in Manatee County is 333.3, compared to 585.4 for the State of Florida. In 2007, 53 HIV cases and 31 AIDS cases were reported in Manatee County (Florida Statistical Abstract, 2008).

- HIV/AIDS Nutrition Assistance (Manatee County Rural Health Services)
- Specialty Physician Services (We Care Manatee)
- Pharmaceuticals (We Care Manatee)





Homelessness

34

Men who participate in the long-term programs, successfully gain employment and affordable housing.

Clients are able to get legal documents that are critical to their successful application for employment or services.

- ❑ Transitional Development (Community Coalition on Homelessness)
- ❑ Open Door Day Resource Center (Community Coalition on Homelessness)
- ❑ One Stop Resource Center (Community Coalition on Homelessness)
- ❑ Stand Down (Community Coalition on Homelessness)
- ❑ Feeding the Poor and Hungry (Our Daily Bread of Bradenton)
- ❑ Men's Shelter (Salvation Army)
- ❑ Continuum of Care & HMIS (Suncoast Partnership to End Homelessness)



Report to the Community



In 2009, 141 reports were made to the Stranding Investigation Program.

- Stranding Investigations (Mote Marine Library)





Senior Services

36

According to the Florida Department of Elder Affairs, in 2009 there were 72,731 residents over the age of 65 in Manatee County, or 22.5 percent of the total population. Of those, 6.7% of those over 60 were below the federal poverty level 24.6% of those over 60 live alone

- Aging Services (Manatee Glens Corporation)
- Adult Day Care (Meals on Wheels Plus of Manatee)
- Telephone Reassurance (Meals on Wheels Plus of Manatee)
- Super Seniors & Special People (Myakka City Community Center)



For additional information

Bronwyn Beightol
Director of Community Investment
United Way of Manatee County, Inc.
941-748-1313 ext.23

Elaine Maholtz
Adult/Other
Manatee County Government
941-749- 3030

Mike Neuges
Children's Services
Manatee County Government
941-749-3030