UNITED WAY WORLDWIDE (UWW) MEASURES

GUIDANCE FOR 2027-2028 ANNUAL GRANT APPLICANTS

What Are the United Way Worldwide (UWW) Measures?

United Way Worldwide (UWW) has established common measures that local United Ways use to report on community impact each year. These measures help tell a shared story about services and results across three Impact Areas included in this funding cycle:

- Youth Opportunity
- Financial Security
- Healthy Community

Measures generally focus on two types of information:

- **Reach:** How many people receive services.
- **Outcomes:** How many people experience a specific positive change.

Why Are We Asking About These Measures?

Each year, United Way Fox Cities (UWFC) reports information to United Way Worldwide through its Annual Impact Survey. We ask funded organizations to identify which UWW measures they already collect so we can better understand and communicate the collective impact of services in our community.

Identifying UWW measures is optional and does not affect eligibility, application review, or funding decisions. Organizations are not expected to begin collecting new measures solely for this purpose.

If you identify measures you already collect and can report, UWFC will request those results as part of your annual grant reporting. These measures supplement, rather than replace, the outputs and outcomes or quality measures identified in your application.

How To Use This Document When Completing Your Application

In Section E (Measurement, Quality, and Learning), Question 3: Optional United Way Worldwide (UWW) Shared Measures of the Full Application, you will have the opportunity to identify any UWW measures your organization already collects and can report annually.

To complete this optional question:

1. Review the measures listed under the relevant Impact Area(s).
2. Identify any measures your organization already tracks that align with the services included in your funding request.
3. Indicate whether you collect any applicable measures in the application. If yes, select the relevant measures.

Important Notes

- Selecting UWW measures is optional and does not affect funding decisions.
- You are not expected to collect new data or change your existing measurement practices.
- If you select measures, UWFC will request those results annually as part of grant reporting.
- UWW measures do not replace your program's own outputs, outcomes, or quality measures.

MEASURES

Understanding the Measures

Reach: The number of people served through a particular service or program.

Outcome numerator: The number of people who achieved the specified result.

Outcome denominator: The number of people included in the group being measured, as defined for each outcome.

YOUTH OPPORTUNITY

Reach:

1. Total number of children (0-5) in **high-quality early childhood programs**
2. Total number of children served receiving **literacy supports (K-3)**
3. Total number of families, caregivers served that are provided with **resources to support their child's development (birth-21)**
4. Total number of elementary/middle/high school youth in school and/or **community-based out-of-school time programs and/or receive individualized supports**
5. Total number of youth who receive **job skills training**

Outcomes:	**Numerator**	**Denominator**
Developmental Milestones (YO-Outcome-01)	Number of children (0-5) who achieve developmental milestones	*Total number of children served assessed for developmental milestones*
School Readiness (YO-Outcome-02)	*Number of children who are proficient on school readiness assessment by the end of their kindergarten year*	*Total number of children served and assessed for school readiness by the end of their kindergarten year*

Grade Level Reading (YO-Outcome-03)	*Number of children (K-3) served reading at grade level*	*Total number of children (K-3) served and assessed for their reading level*
School Attendance (K-12) (YO-Outcome-04)	*Number of children served who maintain satisfactory or improve school attendance*	*Total number of children served assessed for attendance*
High School Graduation (YO-Outcome-05)	*Number of youth served who graduate on time*	*Total number of youth served who are in their final year of school*
Post-Secondary Attainment (YO-Outcome-06)	*Number of youth served who gain post-secondary employment, further education, or credentials*	*Total number of youth served who graduated high school/secondary school and were assessed for post-secondary employment, further education, or training*
Youth Employment (15-24) (YO-Outcome-07)	*Number of youth (15-24) served who gain employment*	*Total number of youth provided with employment services*
School Grades (YO-Outcome-08)	*Number of middle school/high school youth served and assessed for earning passing grades in core subject areas*	*Total number of middle school/high school youth served and assessed for earning passing grades in core subject areas*
Soft Skills (YO-Outcome-09)	*Number of middle/high school youth who developed soft skills*	*Total number of middle/high school youth served and assed for developing soft skills*
School Level Transitions (YO-Outcome-10)	*Number of middle school youth served who transition from middle to high school on time*	*Total number of middle school youth served and assessed for on time transitions*

FINANCIAL SECURITY

Reach:

1. Total number of individuals who received **job skills training**
2. Total number of individuals who receive services related to **housing**
3. Total number of individuals who **accessed financial services, products, and education** (e.g., free tax prep, savings accounts, public benefits)

Outcomes:	Numerator	Denominator
Employment Attainment (FS-Outcome-01)	*Number of individuals provided employment services who gained employment*	*Number of individuals provided employment services*
Wages (FS-Outcome-02)	*Number of individuals who increased their wages*	*Total number of individuals served in programs designed to increase wages*
Disposable Income (FS-Outcome-03)	*Number of individuals served who increased their disposable income by accessing benefits and/or reducing their costs/expenses*	*Total number of individuals served in programs designed to increase disposable income by accessing benefits and/or lowering costs/expenses*
Workforce Development (FS-Outcome-04)	*Number of individuals that earn job-relevant licenses, certificates, and/or credentials*	*Total number of individuals served in programs designed to earn job-relevant licenses, certificates, and/or credentials*
Housing (FS-Outcome-05)	*Number of individuals served who obtained affordable, stable housing (rental), or home ownership*	*Total number of individuals served in programs designed to reduce homelessness, obtain affordable housing, or home ownership*
Tax Benefits (FS-Outcome-06)	*Total dollar amount of returns returned to individuals/families through VITA and/or MyFreeTaxes*	

HEALTHY COMMUNITY

Reach:

1. Total number of individuals participating in **nutrition/physical activity programs**
2. Total number of individuals served with access to **healthcare services and support**
3. Total number of individuals served with access to **mental health services**
4. Total number of individuals served with access to **healthcare insurance**

Outcomes:	Numerator	Denominator
Healthy Lives (HC-Outcome-01)	*Number of children/adults served who eat healthier, increase their physical activity, and/or move towards a healthy weight*	*Total number of children/adults served and assessed for eating healthier, increasing their physical activity, and/or moving towards a healthy weight*
Babies Born Healthy (HC-Outcome-02)	*Number of babies served who experience healthy birth outcomes (e.g., carried to full term, born at a healthy weight, and/or celebrate their 1st birthday)*	*Total number of babies served and assessed for healthy birth outcomes (e.g., carrier to full term, born at a healthy weight, and/or celebrate their 1st birthday)*
High-Risk Behaviors (HC-Outcome-03)	*Number of youth/adults served who avoid or reduce risk-taking behaviors (e.g., alcohol/drug abuse, unprotected sexual activity)*	*Total number of youth/adults served and assessed for avoiding or reducing risk-taking behaviors (e.g., alcohol/drug abuse, unprotected sexual activity)*