

LITERACY 2.0

A NEW FRAMEWORK TO LIFT LITERACY AND FINANCIAL STABILITY

United Way works with a broad range of individuals and organizations in order to identify and resolve pressing community issues. We believe education is the foundation for a better life and the LITERACY 2.0 effort will change the lives of thousands of individuals and families.

THREE PARTS



Birth to Age 5 - In partnership with Dolly Parton's Imagination Library, our United Way is dedicated to inspiring a love of reading by gifting books to children.

Birth to age 18+ - The Ready 4K & Beyond partnership is a highly accessible, evidence-based family engagement solution, using proven curricula, will support parents of children from birth through 12th grade.

Age 6 and Beyond - The Bright Futures Fund, coupled with the United Way Today 4 Tomorrow Savings Challenge, will change the futures of thousands of local families as community partners work to take it to scale.



LEARN MORE



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Sponsors, donors and financial institutions will provide a stable platform for students to realize a financially secure future!

Literacy and family engagement programs offered by United Way provide the resources for personal growth.



BIG GOALS

Establish Sammy Rabbit Money School curriculum in local schools and directly with families and community-based organizations. This curriculum will teach young children the importance of setting goals and achieving dreams through saving for the future.

Students and families who complete the six week course will be invited to open a custodial savings account in the child's name. Funds in the account will be restricted until the child turns eighteen.

The United Way will deposit \$44 dollars in the account as seed money.

The family and the child will agree to make regular savings deposits based on lessons learned during the course.

RIGHT TIME

Many foundations and philanthropic organizations are placing greater emphasis on financial stability to address the wealth gap.

States, counties, and cities need public and private partnerships to implement proven solutions. The growing social interest is fostered by the rapid expansion of struggling populations, including seniors on fixed incomes.

One of those solutions builds upon growing awareness of Social Impact Investing, which is a significant component of the LITERACY 2.0 plan.

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ABOUT THE PROGRAM

Northern Santa Barbara County United Way (NSBCUW) is committed to building a stronger community by providing people with opportunities to improve their lives.

LITERACY 2.0, our core initiative, is a unified, collaborative effort to provide a platform for school-aged youth to begin saving/investing with a goal setting mindset.

WHO WE SERVE

Each year, we reach approximately 30,000 people through initiatives focused on impacting education, financial stability, and improved health the building blocks for a high quality of life.

Over 90% of our clients qualify as low to moderate income.