

What is WayPoint Center...



WayPoint Centers are the next step in the evolution of social services in Lexington and Central Kentucky. Each Center is a place where families can access the services that are appropriate to their needs in order to reach their goals.

Each WayPoint Center brings together the region's most effective nonprofit, government, and business organizations to leverage their strengths against our community's biggest issues. Located in Central Kentucky's most underserved neighborhoods, WayPoint Centers are a place where the community can go to lean on a trusted neighbor. Open to the public year-round, WayPoint Centers are:

- Family financial stability and empowerment programming...
- Coupled with bundled services designed to meet immediate needs and promote long-term stability...
- Reinforced by an ecosystem of partners coordinating to best serve neighborhood families.

The Research...

Research shows that families who are financially stable are more than twice as likely to have kids that are successful in school. When families succeed, kids succeed. Further, when kids are successful in school, neighborhoods begin to change, grow, and become healthier.

Additionally, case studies from across the country show that families who receive "bundled services" (more than one financial stability service, and/or financial stability services combined with wrap-around services to meet other immediate needs), are more than three times more likely to achieve their economic goals.

That's why WayPoint Centers are a neighborhood resource that is anchored in family financial stability, coupled with bundled social services, supported by a robust partnership of agencies working toward a common goal.

The WayPoint Approach...

The WayPoint family financial stability approach is unique in that it will bundle a variety of proven programs to every one of its neighbors in need. The services are bundled together to take a customized approach for each individual and family. **WayPoint financial stability programming seeks to stabilize, grow, and empower every family, no matter their current financial situation.**

Stabilization:

- Individualized 1-on-1 budget counseling
- Free year-round income tax services
- Money management workshops
- Community financial empowerment and awareness events

Growth:

- Individualized debt counseling
- Savings habit building
- Access to mainstream banking products

Empowerment:

- Asset acquisition
- Home purchase
- Small business startup



Why WayPoint Centers...



WayPoint Centers are more than a community center, they are a hub for integrated services. Why is this approach necessary? Here's what we know...

For low-income Central Kentuckians, problems are more complex than we might think. Families who are struggling often face multiple inter-connected challenges. From meeting basic needs, to access to healthcare, to financial stabilization, needs are often specific, but are also always connected to other needs. A holistic approach is the only way to truly address need.

As social services and government organizations become more specialized, accessing services has become more challenging than ever. We need to bring a resource to the geographic areas of greatest need, we need to be good neighbors, and we need to be there when our neighbors are in need with a way to access and navigate a complex web of services and systems.

Need is not one-size-fits-all. By integrating services and helping to guide individuals and families along their journey, a personalized approach is the best way to ensure that services are having an impact.

In areas of high need, programs are there, but coordination is lacking. By taking a collective impact approach, agencies will leverage their strengths to align along a common path and work toward a common goal. This approach can address issues of over-saturation of services with little movement in terms of community outcomes and neighborhood health.

United is the Way. The national network of United Ways has built this concept on the foundations laid out by the Annie E. Casey Foundation to great success. Leveraging knowledge from around the nation and implementing best-practices based on years of experience ensures success.

Building on a wealth of experience and knowledge, United Way of the Bluegrass' WayPoint Centers are:

- Family financial stability and empowerment programming...
- Coupled with bundled services designed to meet immediate needs and promote long-term stability...
- Reinforced by an ecosystem of partners coordinating to best serve neighborhood families.

What are bundled services...

Each WayPoint Center is designed to address the specific needs of the community in which it exists. Services available through each, therefore, are unique, and are predicated on different partnerships among existing community organizations. At a minimum, however, each WayPoint Center will include the following bundled services:



Basic Needs



Access to Health Care



Kindergarten Readiness



School Success



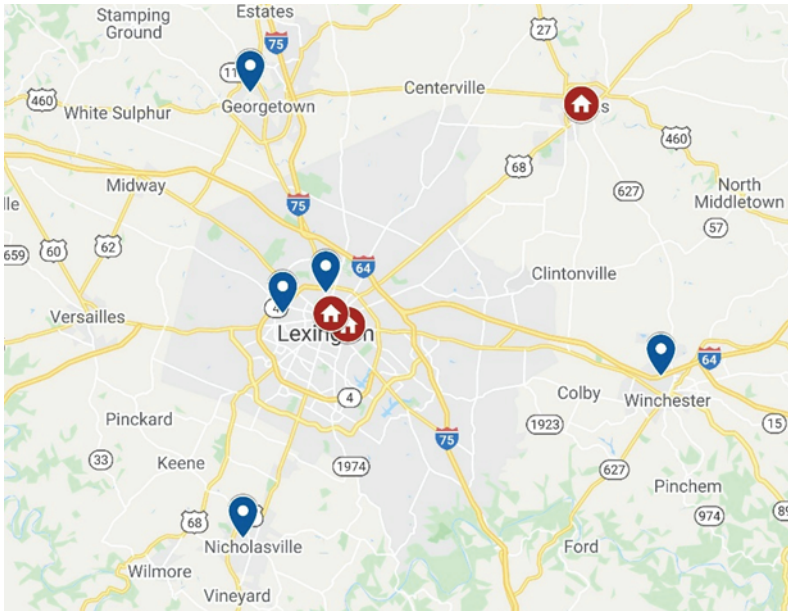
Sustainable Jobs



Safe Streets



Where can I find a WayPoint Center...



WayPoint Centers Open in 2020:

- Brucetown, Lexington
- East End, Lexington
- Paris, Bourbon County

WayPoint Centers in Planning Stages:

- Scott County
- Winchester
- Nicholasville
- Cardinal Valley, Lexington
- West End, Lexington

WayPoint outcomes...

In a broad sense, over the course of the next five years, WayPoint Centers will help to improve the overall health of each neighborhood in which they are present. The health of a community can be measured in many ways, but United Way and its partners have agreed that WayPoint Centers can assess the health of their neighborhoods based on how well the kids are doing. Specifically, are kids able to perform in school? We believe that improvement in school performance is a solid indicator of improvements in neighborhood health, in family wellness, in overall stability, and in meeting the needs of our most underserved neighbors. Therefore, WayPoint Centers will assess improvements in the overall health of their neighborhoods based on the following metrics:

1. On-grade-level reading by 3rd grade

2. College and career readiness

From the perspective of a family in need, outcomes fall into three categories:



Stability:

Basic needs are met, health is good, and family/individual can meet future needs based on a budget



Growth:

Family/individual has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage, and kids are thriving



Empowerment:

Family/individual owns at least one asset, is saving for the future, and is on-track to meet economic goals



**During year-one all client-based outcomes will be measured by pre- and post-tests and will be based on client perspective.*