



THE CHILD WELL-BEING MOVEMENT

An Overview

2016

58.9

2018

61.8

2017

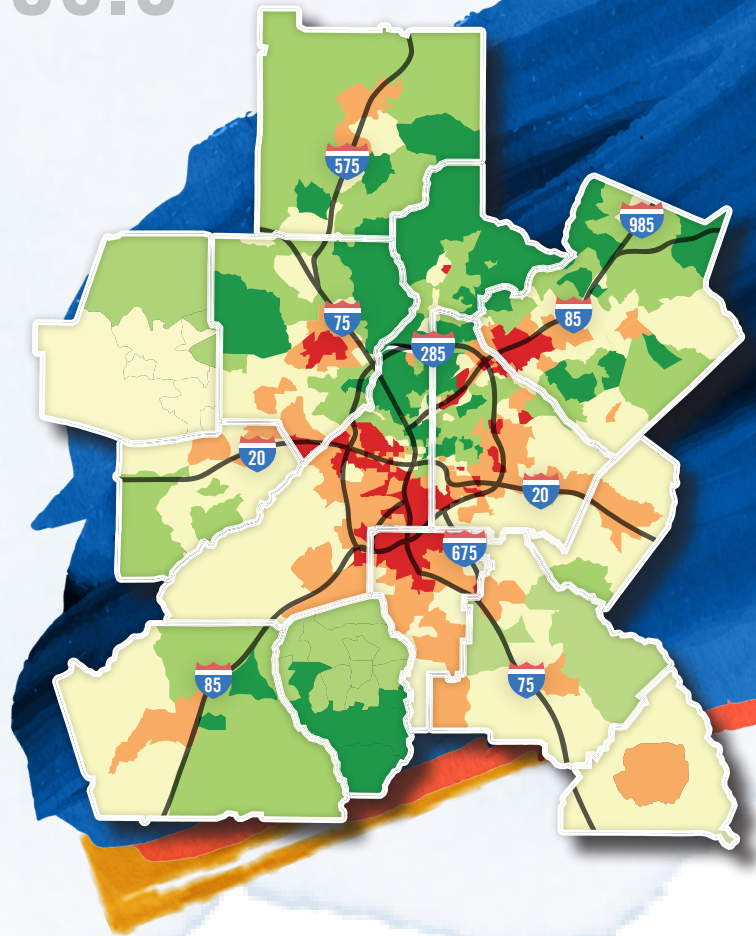
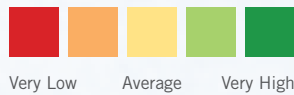
68.9

Mapping Success

In 2017, United Way of Greater Atlanta launched the Child Well-Being Movement. A movement to engage and bring together people and resources across sectors to invest in strategies that drive lasting improvements in the well-being of children, families, and the communities that surround them.

In 2017, our regional score hovered at 58.9. Now, two years later, that score stands at 61.8. That nearly 3-point increase translated to over **82,000** children experiencing improvements in Child Well-Being.

Levels of Child Well-Being



Supporters of the Child Well-Being Movement

We understand the needs of the community and encourage action – whether through contributing time, talent or treasure. No one can do it alone.

720

Non-profit, Foundation & Government Partners

1,000

Corporate Partners

116,000

Donors

9,600

Volunteers



COMMITTED TO CHILD WELL-BEING

Close to half a million children in Greater Atlanta live in communities with low or very low child well-being.

United Way of Greater Atlanta is focused on ensuring every child has the opportunity to reach his or her full potential and that communities can say, “all the children are well”.

That’s why we created the Child Well-Being Index.

United Way, along with dozens of partners, developed a set of 14 measures that can be used as a tool to help the region assess how children, the families that support them, and the communities that surround them, are doing. This data is bringing people together from across the community to advance a shared goal and drive transformative results for children and families.

7 CHILD MEASURES

- % Low Weight Births
- % Students Exceeding 3rd Grade Reading Standards
- % Students Exceeding 8th Grade Math Standards
- High School College & Career Readiness Score
- High School Graduation Rate
- % Children without Health Insurance
- % Children in Poverty

3 FAMILY MEASURES

- % Families Not Financially Stable
- % Families with Housing Cost Burden
- % Births to Moms Without a High School Diploma

4 COMMUNITY MEASURES

- % Enrolled in Post-Secondary Education
- % Adults Without a High School Diploma
- % Adults Without Health Insurance
- Unemployment Rate

The Child Well-Being Movement: From Progress to Pandemic

Partnerships, collaboration and increased participation in the Child Well-Being Movement has led to a significant increase in our region’s Child Well-Being Score. In 2017, our regional score hovered at 58.9. Now, two years later, that score stands at 61.8. That nearly 3-point increase translated to over 82,000 children experiencing improvements in Child Well-Being.

While there has been great progress over the past few years, the COVID-19 pandemic has affected all aspects of Child Well-Being. There have been drastic increases in unemployment and we do not know the full impact the pandemic will have on education. We must continue to push for partnerships that leverage the strengths of each organization and continue to look at our community through the eyes of our children.

Join the Child Well-Being Movement

Join the Child Well-Being Movement by giving to United Way’s Child Well-Being Impact Fund. The Child Well-Being Impact Fund ensures lasting, collaborative solutions to the critical problems that stand between us and a better quality of life for children and families. Our Impact Fund puts money to work where it can do the most good for children and communities across Greater Atlanta.