



Governor's Office for
Children and Families

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Uniting and Empowering Communities so they can Unite and Empower Families

**Summary of Strengthening Communities initiative:
A Public-Private partnership between the
First Lady's Children's Cabinet and United Way**

The Need:

- In 2008, Georgia 2-1-1 responded to over 500,000 calls from citizens around the state.
- More calls from citizens who have never before had to seek help
 - New unemployment, foreclosure, general loss of economic stability
- No “one stop shop” for families or providers working on their behalf looking for services to access information about public and private resources

Project Goals:

- **Increase access to human services** with a comprehensive United Way 211 database that includes at least 10 more state agencies as well as nonprofit and faith-based groups (By March 2010)
- **Create a detailed website** to assist families searching for any service related to the health and well-being of their child or children (www.kids.georgia.gov)
 - Conduct outreach and awareness activities monthly with at least 10 people trained per session and 2-3 new marketing/media contacts quarterly in 18 months.

Project Evaluation:

- GOFCF and United Way will be able to better track the types of services requested and pursued through the website and corresponding database
 - Program evaluation by December 2010 (pre-assessment and post-assessment)
 - New records in database, track number of services in non-2-1-1- area, outreach and marketing goals; website analytics and pop-up surveys

Project Outcome:

- Website increases awareness of services and will become portal for families to all state services, including information in 2-1-1- database
- Children's Cabinet agencies and United Way will be better informed of needs and how Georgians utilize services
 - Eliminate gaps and duplicative services (within 18 months)
 - Information and assistance from community and state service providers will be more accessible
 - State policy makers will have real data to utilize in decision-making