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 These programs provide an opportunity for parents to open doorways into new worlds they might have never discovered.  
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**Gina Vatalaro**  
 Parent and assistant for Play and Learn, a program funded by United Way and SIF 2011.

# DOUBLE YOUR DONATION AND SUPPORT CHILDREN AND FAMILIES

Every family deserves access to networks and resources that support overall child well-being. Studies have shown that when parents are supported, their children are more likely to hit key milestones, enter kindergarten prepared and meet reading proficiency levels by third grade. But in many resource-limited communities, families have a difficult time accessing these services.

**By empowering families to connect with programs we know work, we believe we can increase the quality of their child’s care and their ability to be successful.**

In 2011, United Way for Southeastern Michigan was awarded a \$6 million federal grant from the Corporation for National and Community Services Social Innovation Fund (SIF) to help children reach development milestones. We did this by testing programs, measuring their success and expanding the ones that worked. Preliminary results from this work have shown great progress in impacting the lives of children.

Because of our effectiveness, we were awarded a second \$6 million SIF grant to launch new programming to support children and their families. By adapting a proven tool called the Family Check Up Model, we’ll help families set goals and connect them to resources and programs to sharpen their parenting skills.

To make sure it works we will evaluate the whole process from start to finish, including our children’s well-being along the way.

In order to activate the \$6 million grant, we are required to match it dollar for dollar. In addition, every dollar we give to our partners must also be matched. In total, \$16 million will be invested into our community over four years — but we need donor support to receive the full grant.

**Please give today to support the future of our children.**

*Based on SIF 2011 preliminary data*



82 percent of children in our SIF nutrition program increased their consumption of fruits and vegetables.



58 percent of SIF program participants made significant gains on kindergarten readiness indicators.



More than 50 percent of participants saw gains in the areas of communication, social-emotional, language and health.



**GIVE. ADVOCATE. VOLUNTEER.**

[UNITEDWAYSEM.ORG](http://UNITEDWAYSEM.ORG)

United Way brings diverse groups together to accomplish what no single organization can do alone. Together, we’re improving lives and empowering every family to succeed by uniting around Education, Economic Prosperity and Health — the cornerstones of a strong, equitable community.

