

The Community Profile Work Book

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“If you have enough information to make a decision, you’re too late.”

Bill Gates

Table of Contents

Introduction	V
Part One: Community Need	1
Table of Contents.....	2
Section A: Demographic Indicators.....	7
Demographic Conclusions Worksheet.....	22
Section B: Economic Indicators.....	23
Economic Conclusions Worksheet.....	68
Section C: Social Indicators.....	69
Social Conclusions Worksheet.....	99
Section D: Education Indicators.....	100
Education Conclusions Worksheet.....	138
Section E: Health Indicators.....	139
Health Conclusions Worksheet.....	181
Part One Conclusions Worksheet.....	182
Part Two: Community Planner & Funder Priorities	1
Table of Contents.....	2
Section A: County Needs Assessment Priorities.....	4
Section B: Local Government Nonprofit Funding Priorities.....	10
Section C: Organizational Funding Priorities.....	15
Section D: Master Aging Plan Priorities.....	20
Section E: Foundation Priorities.....	25
Part Two Conclusions Worksheet.....	29

Part Three: Triangle United Way Donor Priorities	1
Table of Contents.....	2
Triangle United Way Donor Community Priorities.....	3
Triangle United Way Donors Key Community Issues.....	4
Part Three Conclusions Worksheet.....	5
Part Four: Triangle United Way Funded Programs Return on Investment (ROI)	1
Table of Contents.....	2
Section A: Economic Program Outcomes.....	5
Economic Program Outcomes Worksheet.....	9
Section B: Social Program Outcomes.....	10
Social Program Outcomes Worksheet.....	14
Section C: Education Program Outcomes.....	15
Education Program Outcomes Worksheet.....	18
Section D: Health Program Outcomes.....	19
Health program Outcomes Worksheet.....	24
Part Four Conclusions Worksheet.....	25
Part Five: Desired Community Results	1
Table of Contents.....	2
Desired Community Results Worksheet.....	3
Decision-Making Matrix to Guide Selection of County Results	7

Acknowledgements

Introduction

The Triangle United Way Community Profile Workbook

Triangle United Way's Community Profile Workbook is the result of an effort to create a tool to support priority setting and fund distribution to health and human service-related programs in Durham, Orange, and Wake Counties. It guides the decision-making process for the Community Profile Committees in Durham, Orange, and Wake Counties by helping them arrive at a list of 10-12 positive changes they would like to see as a result of United Way funding. Unlike other "needs assessments," the Community Profile Workbook requires the user's individual participation by guiding them through a logical group of questions and worksheets that enable an understanding of their county and facilitate decision-making during the Community Profile Committee meetings.

Part One features regional data collected about the state of health and human services in Durham, Orange, and Wake Counties. The data are grouped into five broad categories: demographic, economic, social, education, and health. The user answers questions and completes a conclusions worksheet that encourages an understanding of what some of the greatest health and human services needs are in their county.

Part Two is a collection of external community planner and funder priorities for health and human services in Durham, Orange, and Wake counties. The user answers questions and completes a worksheet that helps them understand where priorities overlap, what synergies exist, and, most important, where the gaps are.

Part Three features the results of two Triangle United Way marketing surveys conducted with workforce donors and individual donors. Since Triangle United Way invests the contributions from its donors, it is imperative that United Way stays connected to what matters to donors. The user completes a worksheet that shows where alignment may (or may not) be between their conclusions and the priorities of Triangle United Way's donors.

Part Four is a return on investment (ROI) analysis of Triangle United Way funded program outcomes from 2004-2006. Like the community needs data in Part One, the program outcomes are grouped into five broad categories: demographic, economic, social, education, and health. The user completes worksheets for each section that require them to think about the relationship between the program outcome and the data provided in Part One. At the end of Part Four, the user completes a worksheet that allows them to consider the strengths of the program outcomes and to think about the relationships between funding decisions and addressing the most urgent needs in the community.

Part five is the final assignment the user will be asked to complete. It takes a look back over previous four parts of the workbook and asks the question, “What community health and human services results do you want to see in your county?” It also contains the Decision-Making Matrix to Guide Selection of County Results that will be utilized in committee meetings.