



Metropolitan Dallas

ASPIRE UNITED 2030

A 10-year blueprint for improving education, income and health in North Texas



WELCOME FROM THE MAYOR & OUR LEADERSHIP TEAM

Dallas Mayor Eric Johnson

Fellow North Texans,

In Dallas, our strongest asset is our people. In the face of myriad challenges, they have proven themselves to be strong, resilient, and committed to helping their communities. They always step up when they are needed. We are especially fortunate to have corporate, civic, and community partners that are helping build a brighter and more equitable future for Dallas.

The work of the United Way of Metropolitan Dallas has spanned more than 50 years, which is why I am honored to join with the organization in unveiling the Aspire United 2030 goals. These goals will provide us with a decade-long roadmap to creating a city where all residents have the opportunity to thrive.

As its name suggests, United Way unites resources throughout the North Texas region, serving as a connection point for corporations, civic groups, and nonprofits seeking to make a collective impact on our community's education, income and health. These are the building blocks that are critical to providing workers with the skills and training to seek new opportunities, earn living wages, support their families, and strengthen neighborhoods.

I hope you will support the Aspire United 2030 goals and that you will join me in pledging your commitment to this work. We need corporations, civic leaders, nonprofits, education leaders, health care systems, and individuals throughout the North Texas community to step up and continue to help us flourish.

Lasting change starts when people are willing to say, "Count me in."

We are counting on you. And because this is Dallas, we know that you will step up.

With appreciation,



Mayor Eric Johnson, City of Dallas



United Way Leadership

To our North Texas neighbors,

Today is the day when a moment becomes a movement. A movement that will create opportunity and access for all North Texans to thrive.

With the launch of our Aspire United 2030 goals, we're committing to specific, measurable change that will reimagine North Texas a decade from now, and to building partnerships to make that vision a reality.

At United Way of Metropolitan Dallas, we believe in the Power of Unity. We are united in these goals with the City of Dallas, and with a community of committed corporate citizens, civic and nonprofit organizations. Together, we will drive lasting change in education, income and health, and dismantle the barriers that keeps too many North Texans from achieving their full potential.

But goals are just statements – unless we follow them with action. In a region with a population of more than 6 million, we're calling on each of you to pledge your commitment, your voice, and your support for this work.

The first step is making an investment of your time to read and understand not just these goals, but the impact of these goals. The second step is making an investment of your time to volunteer, and an investment of your resources to United Way and the programs that are meaningful to you.

Thank you for your support.



Jennifer Sampson



Charlene Lake



Terri West



Anne Chow



TOGETHER, WE HAVE THE POWER TO CREATE LASTING CHANGE

At United Way of Metropolitan Dallas, we aspire to make a lasting impact on the lives and communities of North Texas. But change only happens when organizations and communities join together to fuel the type of impact that improves lives for the long term.

In the North Texas region, we have a vision for change

Every North Texan, has the opportunity and access to thrive.

In these turbulent times, issues of racial equity and social justice have been magnified. But this has been the work of United Way for many decades. We find the root causes of challenges facing this community, and form the right programs or partnerships to fix them.

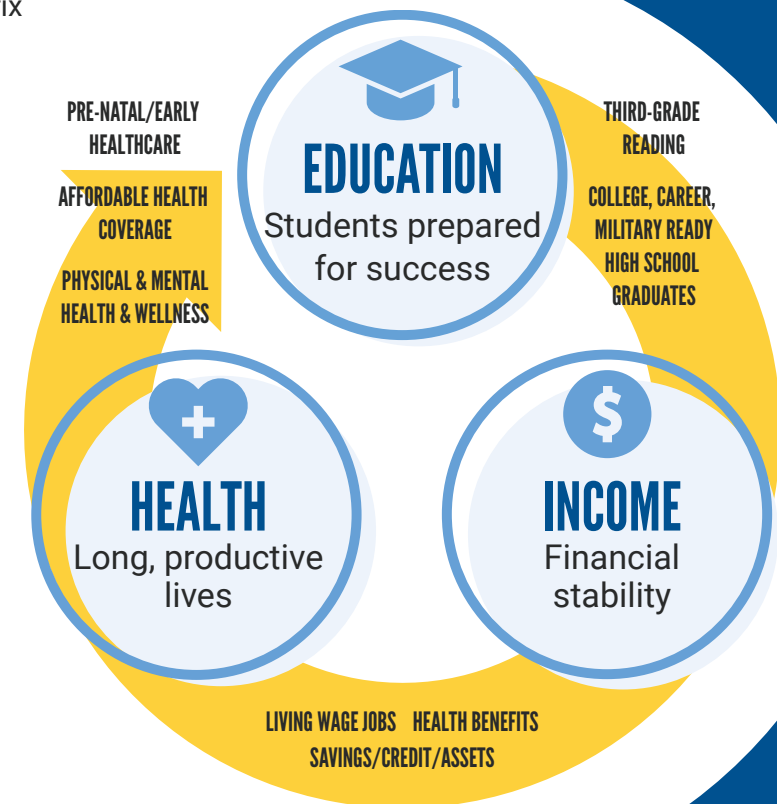
As a community and as individuals, we can join together to support the building blocks that work toward this aspiration, so that:

- All North Texas students will graduate high school prepared for success in college or career.
- All North Texas families are financially stable.
- All North Texans are living long, healthy lives.

And the movement starts today

That's why we created Aspire United 2030, our community goals for the next 10 years. Aspire United 2030 is a roadmap designed to inform all investments, programs, partnerships and advocacy that will deliver measurable improvements across North Texas in our impact areas of education, income and health.

These long-term goals are the result of 18 months of planning, researching and creating models with corporate, civic, philanthropic and nonprofit partners, as well as community leaders and content experts.



ASPIRE UNITED 2030 GOALS

To achieve these community goals, United Way of Metropolitan Dallas will focus on three key levers to drive progress over the next 10 years:



INCREASE BY

50%

the number of North Texas students reading on grade level by third grade



INCREASE BY

20%

the number of North Texas young adults who earn a living wage, adding nearly \$800M in wages per year to the economy



INCREASE TO

96%

the number of North Texans with access to affordable health care insurance



We must address these building blocks together. We know that children who have good early health care are more likely to be prepared for school. And kids who enter school ready to learn are more likely to be “reading to learn” by third grade. Students who read proficiently are more likely to graduate from high school ready for college or career and living-wage jobs, when they can save for the future and cover the costs of healthcare – leading to success in school and life for their own children.

Because when we tackle the root causes of important issues, rather than the symptoms, we improve whole neighborhoods, communities and groups. Through this report, we invite you to explore how we arrived at the Aspire United 2030 goals, and – more importantly – encourage you to sign on to support United Way and your fellow North Texans.

THE FOUNDATION FOR LASTING CHANGE

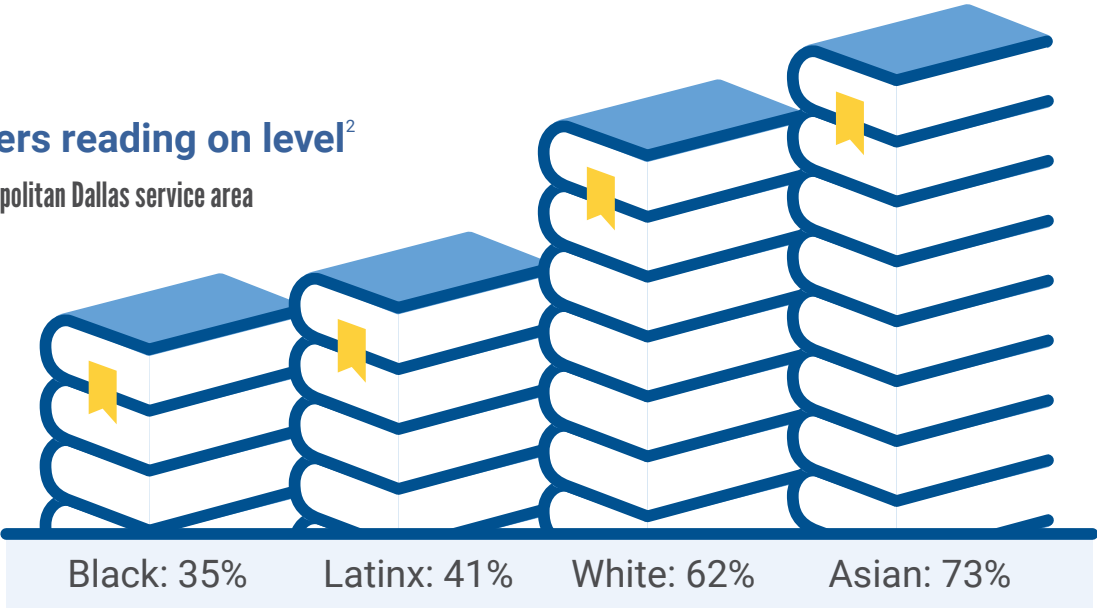
It is critical that children are healthy, ready to start kindergarten, and reading on grade level by third grade. With this solid foundation, they will be on a path to graduate high school prepared for success in college, career or the military. As they become young adults, they must have the skills and knowledge to attain living wage jobs, so they can earn and save enough to become financially stable. This gives those young adults, and their families, the best chance to live long, healthy lives.



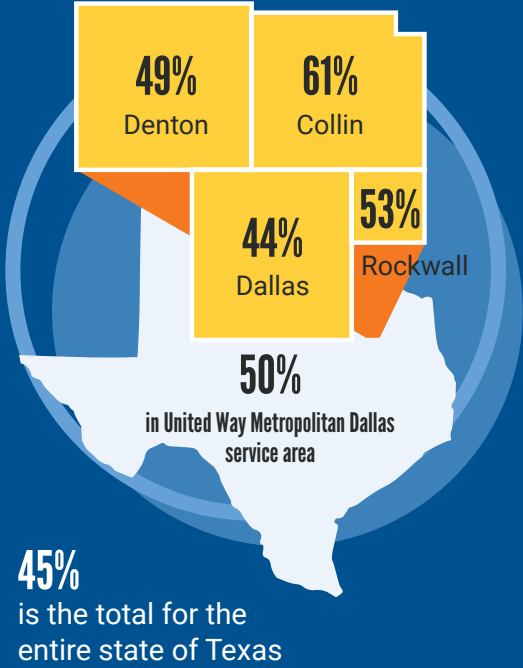
EDUCATION

The ability to read is the door to whatever future path a child decides to take later in life, whether college, career, military, or other type of vocation. Recent research indicates that students reading proficiently by the end of third grade are five times more successful at achieving college readiness as their non-proficient peers.¹

Third graders reading on level²
in United Way Metropolitan Dallas service area



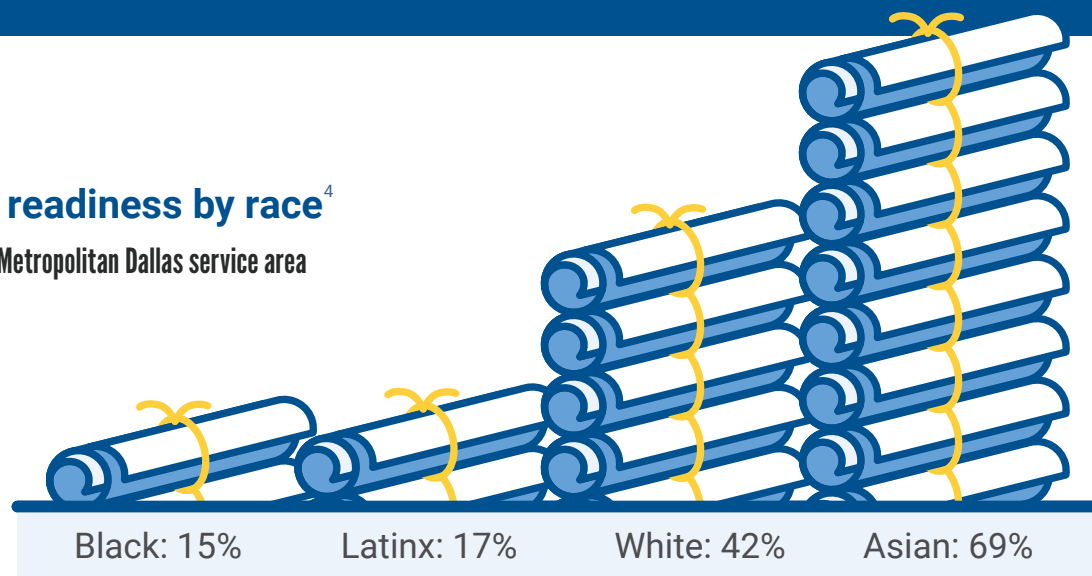
3rd Graders reading on level by county³



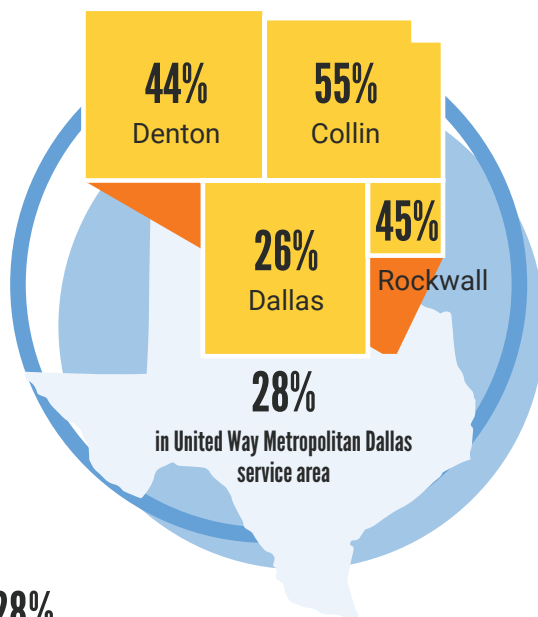


College readiness by race⁴

in United Way Metropolitan Dallas service area



Students who are college-ready by county⁵



28%

is also the total for the entire state of Texas

Over 70% of students in our service area are **not** college-ready.⁶ Couple this with the datapoint that 71% of Texas jobs by 2036 will require at least some post-secondary education.⁷

These rates are affected dramatically for students living in poverty. According to a study from the American Educational Research Foundation, students who are both not reading proficiently by third grade and living in poverty are 13 times less likely to graduate from high school on time compared to their proficient, more affluent peers.⁸

INCOME

A community where residents enjoy long, healthy lives also requires financial stability. As the North Texas region continues to grow, it will require an economy that supports living wage jobs that enable workers to build savings and secure credit.

According to Boston Consulting Group, by doubling living wage attainment for Dallas County residents ages 25-34 from 25% to 50% by 2040, regional GDP can increase by an additional 1.5% annually, or \$3.9 billion, while substantially lifting tens of thousands out of poverty.⁹

The Aspire United 2030 goal, however, presents a more modest scenario, wherein 30,443 North Texans are moved to living wage worker status. This conservative goal – just under 10% - reflects an unsettled economy in the wake of the COVID19 pandemic.

Achieving the 2030 goal of 30% of those aged 25 to 34 earning a living wage will produce an additional \$778.5 million in gross wage income each year. For each of the 30,443, it will increase their gross wage income by \$25,000, which is significant to their family and will have a profound effect on their quality of life.

- Workers will be less reliant on consumer credit for their basic needs, such as food and clothing, decreasing the real cost of these items. They will increase savings to be more prepared for emergencies.
- Increased access to employer-sponsored health coverage may reduce out-of-pocket medical expenses, freeing up resources for other necessities.
- Approximately 60% of the non-living wage workers identified above currently rent their homes.¹⁰ On average, their rent is 45% of their household income.¹¹ Moving their wage income to \$50,000 decreases their housing burden from 45% to 25%, and provides much-needed flexibility for savings and other costs.
- In 2016, in Dallas County, there were 38,028 eviction filings and 6,808 evictions -- nearly 19 evictions every day.¹²



30.3%

of those aged 25 to 34 in living wage positions can increase gross yearly income by

\$778.5 million



INCOME (CONTINUED)

✓ TOGETHER, WE CAN CHANGE THIS

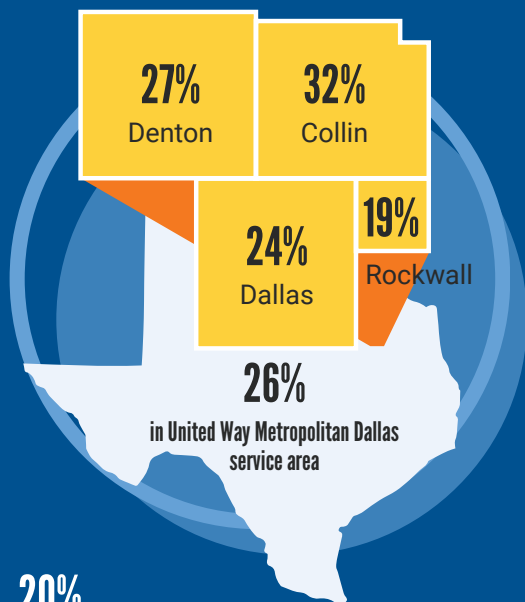


40%

In Dallas County, over 40% of families are working hard but are not financially stable: nearly half a million families (477,494) are working hard but still don't earn enough to cover basic needs.¹³



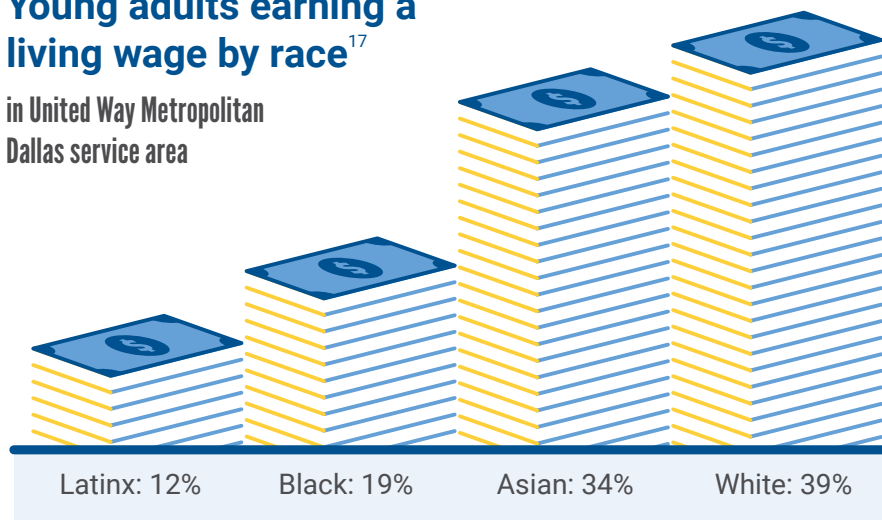
Young adults earning a living wage by county¹⁶



20%
is the total for the entire state of Texas

Young adults earning a living wage by race¹⁷

in United Way Metropolitan Dallas service area



PLUS
The total increase in gross wage income will be
\$778.5 Million

HEALTH

The health of a community depends directly on the health of its residents. Aspire United 2030 aims to make a positive impact through programs and partnerships that bring about:

- Affordable health coverage;
- Physical and mental health and wellness; and
- Prenatal and early healthcare.

Positive health outcomes and access to affordable high quality health care is as critical to the lives of North Texans as they are to the economic health of our community.



Even before the pandemic, the cost of caring for uninsured patients in Texas hospitals was more than \$7 billion a year, says John Hawkins, the senior vice president for advocacy and public policy at the Texas Hospital Association.¹⁸

Physical and mental health builds the foundation for school success for children and economic outcomes for adults. Yet, health remains one of our most significant challenges, largely because of our large uninsured population, particularly for Black and Latinx residents.

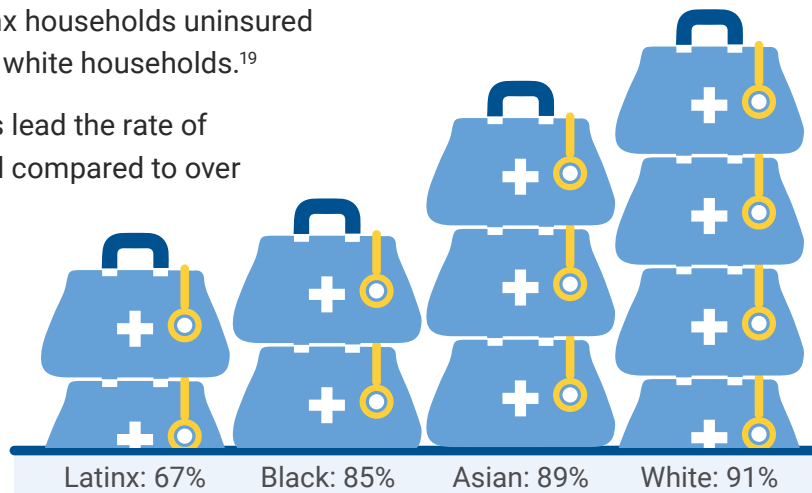
Affordable Health Coverage

Increase the annual rate of insured residents in North Texas.

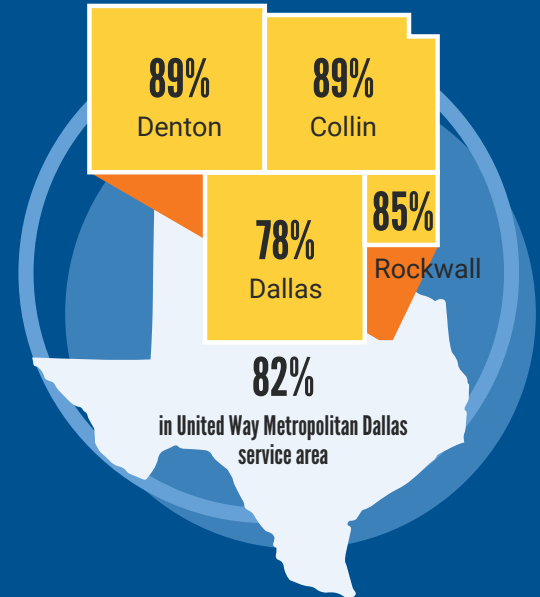
- In Dallas County, Black and Latinx households uninsured rates are nearly 25% higher than white households.¹⁹
- In Collin County, Latinx residents lead the rate of uninsured with only 75% covered compared to over 93% of White residents.²⁰

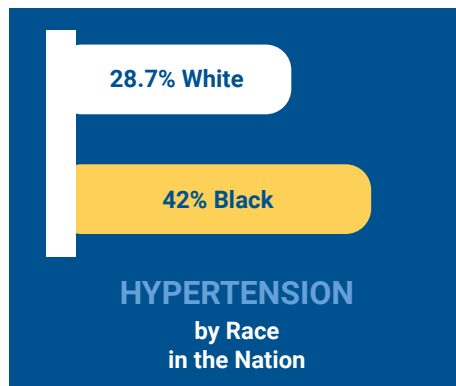
Residents with health insurance coverage²¹

in United Way Metropolitan Dallas service area



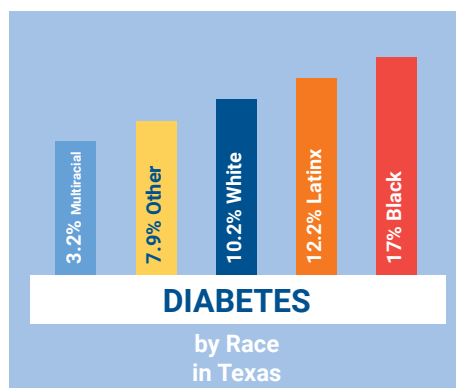
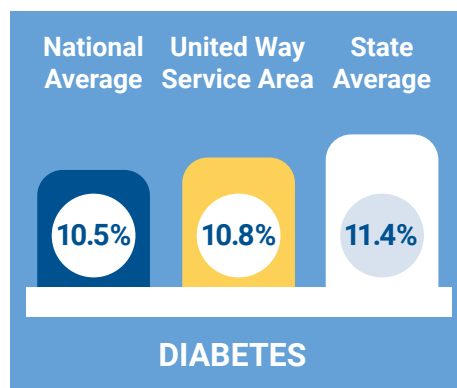
People with health insurance by county²²





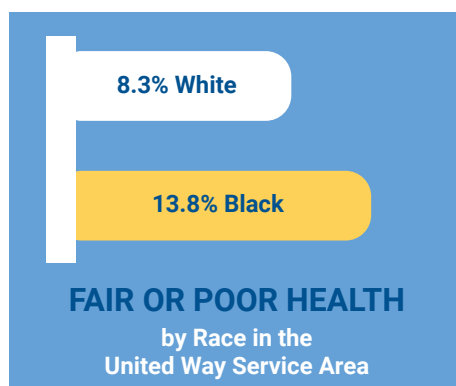
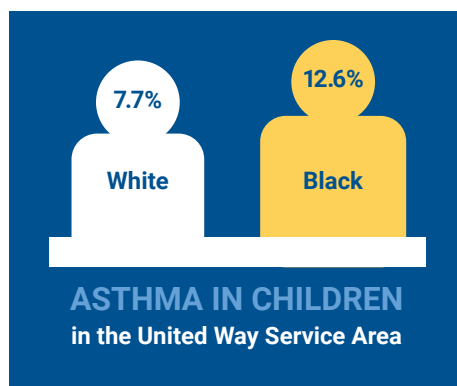
HYPERTENSION

- Hypertension is the leading cause of stroke and a major cause of heart attacks. In the UWMD service area, nearly 1 in 3 adults have hypertension with only half of these individuals having their condition under control.²³ In Texas, 31% of people suffer from hypertension.²⁴
- Nationally, 42% of Black adults over the age of 20 suffered from hypertension compared with 28.7% of non-Latinx Whites in 2018.²⁵



DIABETES

- In the United Way Service Area, diabetes affects 10.8% of the population, which is 0.6% lower than the state average of 11.4% and 0.3% higher than the national average of 10.5%.²⁶
- In Texas non-Latinx Blacks (17%) and Latinx (12.2%) have a higher prevalence of diabetes than the Texas average (11.5%), whereas the disease's prevalence is lower among non-Latinx Whites (10.2%), non-Latinx Others (7.9%), and non-Latinx Multiracial individuals (3.2%).²⁷



ASTHMA

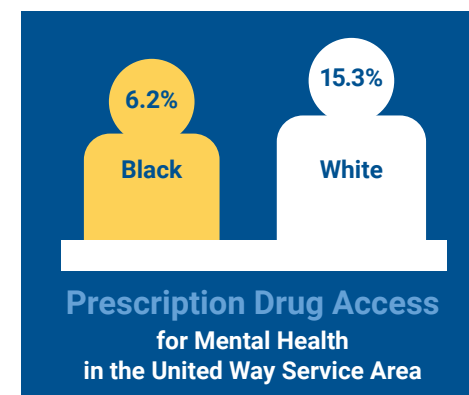
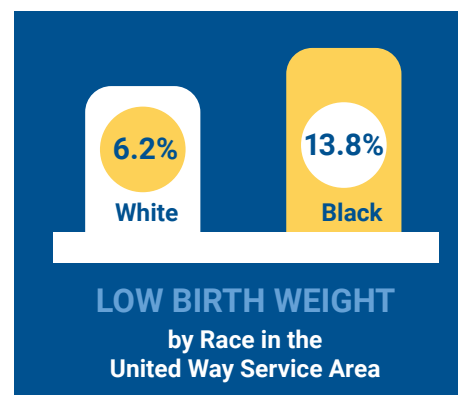
- 12.6% of Black children had asthma compared with 7.7% of non-Latinx White children in 2018.²⁸
- In Texas, 7.4% of people have asthma.²⁹

GENERAL POOR HEALTH

- 13.8% of Blacks reported having fair or poor health compared to 8.3% of non-Latinx Whites in 2018.³⁰

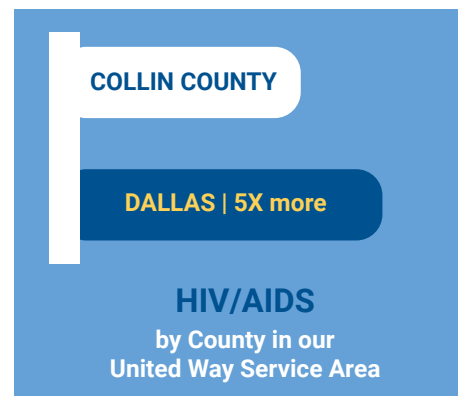
LOW BIRTH WEIGHT

- While fewer babies are born with low birth weight in the United Way service area compared to the United States, there is significant racial disparity with 6.2% of White babies being born with low birth weight and 13.8% of Black babies being born with low birth weight. More than 2 times as many Black babies experience this difficulty at birth.³¹



HIV/AIDS

- White residents in Dallas county are 5 times more likely to have HIV/AIDs than White residents of Collin county.³²
- Within the UWMD service area, Black residents are 3.8 times more likely to have HIV/AIDS than their White counterparts, and 2.7 times more likely than Latinx.³³



MENTAL HEALTH

- 130,226 North Texas kids have emotional disturbance or addictive disorders.³⁴
- Mental health concerns are increasing with COVID19, impacting children and adults.
- In 2018, 8.7% of Black adults received mental health services compared with 18.6% percent of non-Latinx White adults nationally.³⁵
- Nationally, 6.2% of Black and Latinx adults received prescription medication for mental health services compared with 15.3% of White adults in 2018.³⁶
- 1,919,350 Texans live with a serious and persistent mental illness such as Schizophrenia, Bipolar Disorder, or Major Depression.³⁷





ASPIRE UNITED 2030

Aspire United 2030 is more than a hope. It is a set of achievable goals to build a stronger community, delivering on our vision where **“Every North Texan has the access and opportunity to thrive.”**

- The babies of 2020 will be the third graders of 2030. We want every one of them to be living in an equitable society where they are reading proficiently, and the only thing they should be hungry for is learning.
- The third graders of today will be the high school graduates and college students of 2030. We want every one of them to be living in an equitable society ready for success in the next stage of their lives—and prepared to take on the world in college and career.
- The high school seniors of today will be a significant part of the workforce in 2030 and the parents of our next generation of young children. We want each of them to be living in an equitable society with the resources to invest in their family’s financial security and health and well-being.

United Way was built to lead the programs and partnerships to power this type of change. We **Lead United**. We **Work United**. And we **Achieve United**. In the next 10 years, the North Texas community can come together to work toward achieving the specific, measurable goals that we have established.

United, we can transform the North Texas region into a community that serves as a model for other urban areas across the nation. We invite you to explore this report to learn more, and to provide a point of entry for you to engage with United Way and our partners in this endeavor over the next decade.

Your commitment is essential. Please join with these community leaders who have signed on to Aspire United 2030. Go to <https://unitedwaydallas.org/aspire2030/> to add your support.

OUR PARTNERS*

ASPIRE UNITED 2030



*as of September 10

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