

## United Way of Florence County Community Needs Assessment

United Way of Florence County took a three-pronged approach to identify the most pressing needs in the community. Community members were able to provide input through community conversations and surveys. The process was conducted over a six-month period and identified three major and two secondary needs in Florence County.

### Community Conversations

UWFC hosted community conversations modeled after the Harwood Institute "turning outward" approach. These community conversations helped to ensure these voices were heard by providing a safe environment for people to share their aspirations for the community and the barriers they perceive to achieving them.

These 90-minute kitchen-table-style conversations took place across the county in **11** different locations and brought together over **100** community members from diverse backgrounds and beliefs to discuss various issues.

These conversations helped identify factors that impact our community's health, education, and financial stability.

### Survey

The UWFC Community Survey was a multiple-question survey that addressed the respondent's characteristics, demographics, education, health, income, and self-sufficiency concerns.

These questions were a combination of multiple-choice, scaled, and open-ended response questions. The survey did not ask for any identifying information so we could provide privacy for our community to promote honest feedback.

The survey was distributed online via Survey Monkey by UWFC, key partners, companies, and donors. The survey was completed by **772** community members and providers over a six-month period.

## Transition Phases

### Phase 1

- ✓ Assemble task force
- ✓ Conduct needs assessment
  - Community surveys
  - Community conversations
  - Analyze data
- ✓ Determine impact areas

### Phase 2

- Share results of the needs assessment
- Design strategy to meet the needs and fill the gaps identified
- Implement results-based accountability framework
  - How much did we do?
  - How well did we do it?
  - Is anyone better off?

### Phase 3

- Design new allocations process
- Train all potential applicants
- Open application process
- Start operating under collective impact model

## How You Can Help

### YOU CAN GIVE.

Host a workplace campaign.  
Become a corporate sponsor.  
Make a donation at [uwflorence.org](http://uwflorence.org).

### YOU CAN VOLUNTEER.

Share United Way of Florence County social media posts and join the conversation. Have a conversation that matters with your friends and family.

### YOU CAN ADVOCATE.

Serve on a local non-profit board.  
Serve on the Collective Impact Task Force.  
Become a mentor.

# Focus Areas Identified

## Education

**Primary Focus:**  
0-4 education

**Secondary Focus:**  
Activities for youth

## Health

**Primary Focus:**  
Mental health

## Financial Stability

**Primary Focus:**  
Home rehabilitation

**Secondary Focus:**  
Basic needs

## Our Challenges in Florence County

### Major Concern



Early-grade reading preparedness was a major concern among survey participants.  
*United Way of Florence County Needs Assessment Survey*

51%

Florence County has a higher percentage of children who are not in a two-parent family home and are raised by either a single parent or other family members (over 51%) compared to the percentage in South Carolina (42.6%).  
*SC Profile Early Education*

0-5



Comprehensive high-quality birth-to-five education's effect on a variety of outcomes such as health, crime, income, IQ, schooling, and the increase in a mother's income after returning to work due to childcare show a significant positive return on investment.  
*García, Heckman, Leaf, & Prados, 2017*

### Major Concern



Activities for youth were a major concern in more than half of community conversations.  
*United Way of Florence County Community Conversations*

147%



From 2019-2021, drug overdose deaths in Florence County increased by 147%.  
*Just Plain Killers*

1 in 5



1 in 5 adults in Florence County age 18 and above report being told by a health professional that they have a depressive disorder.  
*CDC, PLACES*

42 of 66

In 2021, 42 of Florence County's 66 drug overdose deaths involved Fentanyl. Up from 36 the year before and 17 in 2019.  
*SCDHEC*

4th



Florence County ranks 4th highest risk in the state for the rate of opioid hospitalizations.  
*DAODAS, 2022 SC County Profiles report*

61.6%



In 2021, there were 354 visits to the ER in Florence County for suicide ideation. Overall, 61.6% of all emergency department visits for suicide ideation were by someone age 30 or younger.  
*South Carolina Revenue and Fiscal Affairs, Health Utilization Reports*

13%



Home rehabilitation needs have increased by 13% since 2021 without services in place to field referrals.  
*United Way Association of South Carolina 211 Data*

#1



Electric payment assistance was the number one need in Florence County in 2022.  
*United Way Association of South Carolina 211 Data*

41.7%

41.7% of renters in Florence County are cost burdened.  
*SC Housing*

### Major Concern



Safe, affordable, accessible housing was a major concern among survey participants.  
*United Way of Florence County Needs Assessment Survey*

### Contact Info



1621 W. Palmetto St.  
Florence, SC 29501



843-662-2407



[www.uwflorence.org](http://www.uwflorence.org)



[uwfloinfo@uwflorence.org](mailto:uwfloinfo@uwflorence.org)

### Social Media Handles



@UWFlorence



@uwofflocounty



@uwofflocounty