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UNITED WAY WILL HOST SYMPOSIUM TO GENERATE CROSS-SECTOR SOLUTIONS TO COMMUNITY ISSUES
Members of the private, public, and social sectors expected to attend

EUGENE, OR—In an effort to encourage cross-sector collaboration to address Lane County’s most pressing community issues, United Way of Lane County will host a diverse audience for their second annual Collective Impact Symposium, happening Monday, November 18, 2019 at the Graduate Hotel.

“We’re thrilled to bring together members of the business, public, and nonprofit sectors to strategize how we can more effectively work together to create social change in Lane County,” shares Noreen J. Dunnells, United Way President and CEO. “We are fortunate to not only have nationally-recognized leaders speaking at this event, but also have many local leaders presenting stories and lessons from their work in Lane County, from which we can draw inspiration.”

The event will feature micro-talks about issues affecting Lane County, like housing and family stability and graduation rates; breakout sessions created specifically for the business, public, and nonprofit sectors; and a keynote address on how to move beyond theory to implementation and action.

Presenters and panelists include Junious Williams, Jr. and Jennifer Splansky-Juster, nationally known for their work with FSG Collective Impact Forum, as well as local leaders from the Eugene Area Chamber of Commerce, City of Eugene, CBTNuggets, Eugene 4J School District, PenFed Credit Union, Lane County Public Health, and Columbia Bank.

This is part of United Way’s effort to bring the “collective impact” framework more prominently to Lane County. As a response to organizations so often working in isolation from each other when striving for social change, “collective impact” provides a framework for organizations to better work together toward common goals, thus creating more effective results, and bringing about change more quickly.

One example of collective impact is the local 15th Night movement—a coalition of multiple, cross-sector organizations working together to keep youth off the street and in school. As with any coalition utilizing the “collective impact” framework, 15th Night’s partners have a common vision and agenda, shared measurements, mutually reinforcing activities, maintain continuous communication, and have a strong backbone.

In addition to hosting this event, United Way is promoting collective impact locally through their recent grant awards to three initiatives, including 15th Night. The three initiatives will each receive $450,000 over the next three years to support their collaborative work in ending youth homelessness (15th Night) creating peer support for residents of affordable housing (Healthy Homes Initiative), and creating a one-stop hub for Latino family services (Latino and Immigrant Wellness Hub Initiative). These, along with other local collective impact initiatives, will be featured during the November 18 event.

Registration for United Way’s Collective Impact Symposium is open through November 12; more information can be found at www.unitedwaylane.org/symposium. The event is made possible with support from the City of Eugene, Lane County, Columbia Bank, PacificSource Health Plans, Trillium
Community Health Plan, in partnership with the Lane Early Learning Alliance, Live Healthy Lane and the Nonprofit Association of Oregon.

United Way of Lane County works to ensure all children are successful in school and life. To do this, United Way brings together the passionate individuals and organizations that have the knowledge and resources to get things done, engaging top leadership from every sector to develop strategies that will change systems, and invests in programs and services that address our community’s current social crises. To learn more, visit www.unitedwaylane.org.

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