

United Community Needs Assessment Administration Handbook

GiveWell Community Foundation & United Way of Central Florida

**UNITED
COMMUNITY
NEEDS ASSESSMENT**



Polk

Hardee

Highlands



Q-Q RESEARCH
consultants

PREPARED IN PARTNERSHIP WITH:
Q-Q Research Consultants

Document Overview

This document outlines all information needed to administer the United Community Needs Assessment Survey. Information includes:

- **How to access and use the survey** (found in **Survey Access & Usage** section)
- **Materials needed to administer the survey** (e.g., language to use when speaking about the survey; website blurb; flyer language; found in **Survey Administration Materials** section).
- **Important definitions to consider when administering the survey** (found in **Glossary** section).

Throughout all sections, you will find information on who to specifically contact if you are in need of more information / assistance regarding a specific topic area.

United Way of Central Florida & GiveWell Community Foundation Partnership Overview

Who is United Way of Central Florida (UWCF)?

United Way of Central Florida works to improve lives and strengthen our community by identifying gaps in services and providing solutions. UWCF is a leader in building a stronger and healthier community by developing resources and creating partnerships that empower individuals to improve their lives. Through its funded and community partners, UWCF is working to address the most pressing needs in Polk, Highlands, and Hardee Counties. UWCF is independently governed by a 35-member board and works with over 100 volunteers to direct funding to meet the needs of the community. To learn more, visit uwcf.org.

Who is GiveWell Community Foundation (GWCF)?

The mission of the GiveWell Community Foundation (GWCF) is to champion charitable giving to improve the quality of life in the areas we serve, both now and for future generations. We accomplish this by working with individuals, families, businesses, and nonprofits to build stronger communities in Polk, Hardee, and Highlands counties through charitable funds and competitive grant cycles. Since its founding in 1997, the community foundation has awarded more than \$250 million in grants. Today, GWCF is home to more than 300 charitable funds and the Impact Polk and Empower Polk grant cycles. To learn more about GWCF, visit givewcf.org or call 863-683-3131.

Who are UWCF & GWCF together?

UWCF and GWCF have entered into partnerships together to improve the communities both organizations serve. Most recently, UWCF and GWCF formed the United Community Relief Fund with an initial goal of responding to the COVID crisis in our communities. Over \$600,000 was raised to provide relief to nonprofits across our operating area. WE now desire to facilitate a community-wide needs assessment across the three counties we each serve (Polk, Hardee, and Highlands).

What is the purpose of the United Community Needs Assessment?

Together, UWCF and GWCF hope to lead the change to improve the lives of those who live in Polk, Hardee, and Highlands County by implementing appropriate initiatives to address critical community needs. Before effecting such change, UWCF and GWCF recognize the importance of first identifying the community's critical needs through a Tri-County Needs Assessment.

UWCF and GWCF have created a Steering Committee to oversee the needs assessment process. Additionally, members from each county were selected to serve on their respective County's Committee (i.e., Polk County Committee, Highlands County Committee, and Hardee County Committee). These committees informed the design of their county's survey to ensure that each survey reflects the perceived needs and perspectives of each county's residents.

By conducting this needs assessment, UWCF and GWCF are:

- Centering and elevating the voices of local community members, regardless of their age, race, ethnicity, gender identity, sexual orientation, ability level, documentation status, or creed.
- Gathering reliable, unique data about the status of each county and the perceived areas of need.
- Developing data-driven funding strategies, targeted programming, and other change strategies that will be prioritized based on areas of identified need.

In what ways are YOU needed?

We, at QQ Research, have found survey administration to be most successful when taking a true community-based participatory approach. In this approach, QQ guides community organizations and institutions as *they* become the vehicle for survey administration. That is where **YOU** come in! As a part of survey administration, you will help UWCF and GWCF to:

- Respectfully engage with "hidden" or "hard-to-reach" populations to ensure that all voices are heard and valued.
- Lend legitimacy to the survey and data collection process among community members to provide a sense of security as residents provide their thoughts, opinions, and beliefs about the status of their county.
- Ultimately foster feelings of trust and reduced fear among community members to cultivate honest, real responses from local residents.



**Our
Community
Needs You!**

Survey Access & Usage

The United Community Needs Assessment is being administered through a virtual platform called Qualtrics. By using Qualtrics, users are able to take the survey in a variety of places, including from the comfort of their own homes!

To **access** the survey, participants can use one of the following:

1. **Survey Link:** This link will take the participant directly to a web browser page where they will be able to take the survey.

To use this link, participants must have the following:

- a. Access to technology (e.g., a tablet, phone, computer)
- b. Access to reliable internet
- c. A way to access and click on the link (if you are not administering the survey in person). You can do so through sources such as an email or text message or a post on your website!

Copy and paste this link!

https://qgresearch.qualtrics.com/jfe/form/SV_1FjUTT3bB3xOjgg

OR

Direct participants to www.UCNeeds.com

2. **Survey QR Code:** This QR code will also take the participant directly to a web browser where they will be able to take the survey. However, this is normally used when the participant has their own device and/or does not have a way to access the link quickly (e.g., too long to type in on their browser).

To use a QR Code, participants must have the following:

- a. Access to technology **with a camera** (e.g., a tablet, phone)
- b. Access to reliable internet
- c. Ability to scan the QR code (e.g., on a flyer, on a piece of paper, QR technology via camera).
 - i. Note; If the participant has an older phone without QR technology, they can download a QR app.



To use a QR Code, you need to:

1. Open up your camera app
2. Hover the camera over the QR code until a link appears on your screen
3. Click the link that appears
4. Begin taking the survey!

The QR Code is attached as a JPEG to your "Survey Administration Package".

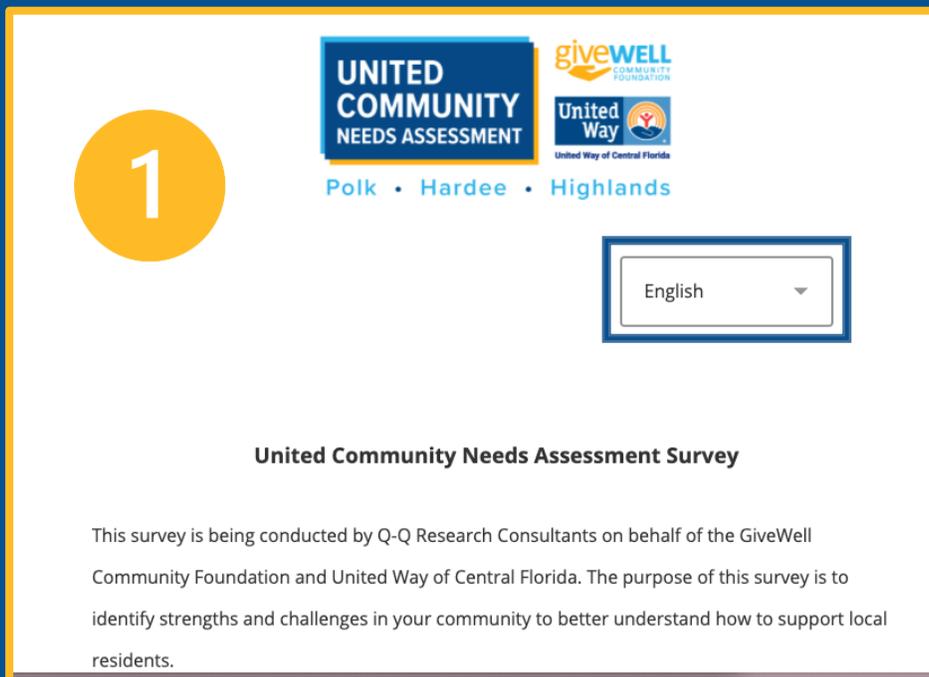


Survey Languages

The survey will be available in three languages:

- **English** (available February 21, 2022)
- **Haitian-Creole** (available February 25, 2022)
- **Spanish** (available February 25, 2022)

The survey will **automatically** open in the default language of the browser in use. However, a participant can change the language of the survey by clicking the drop-down menu on the upper right-hand corner of the screen **at any time during the survey**.



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UNITED COMMUNITY NEEDS ASSESSMENT

Polk • Hardee • Highlands

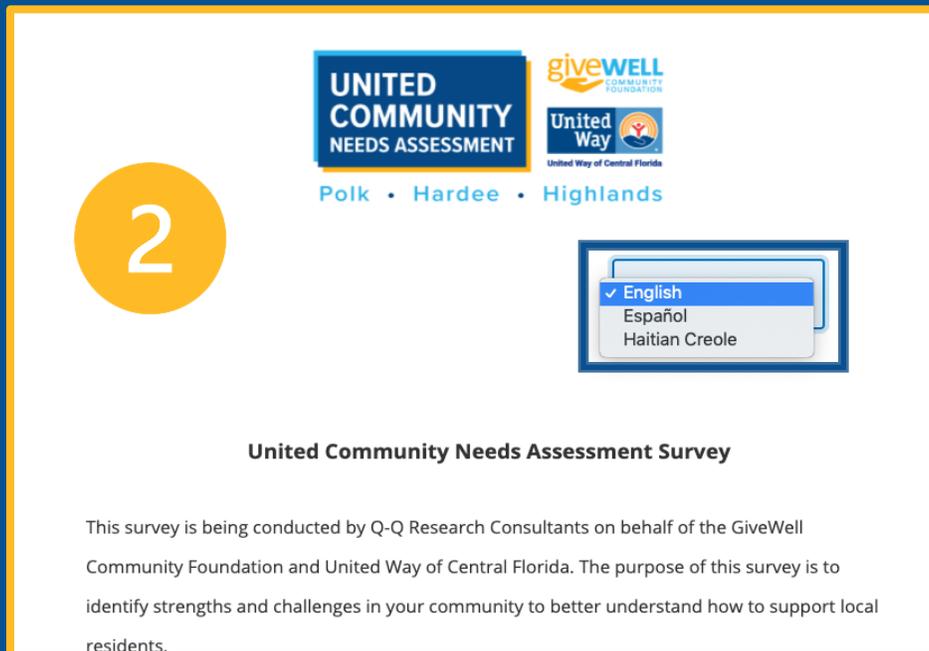
giveWELL COMMUNITY FOUNDATION

United Way United Way of Central Florida

English

United Community Needs Assessment Survey

This survey is being conducted by Q-Q Research Consultants on behalf of the GiveWell Community Foundation and United Way of Central Florida. The purpose of this survey is to identify strengths and challenges in your community to better understand how to support local residents.



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UNITED COMMUNITY NEEDS ASSESSMENT

Polk • Hardee • Highlands

giveWELL COMMUNITY FOUNDATION

United Way United Way of Central Florida

English
Español
Haitian Creole

United Community Needs Assessment Survey

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Survey Administration Materials



Elevator Pitch:

Used when contacting someone about the survey in person or over the phone.

Elevator Pitch Language

“Hi, my name is (insert name), and I am working with United Way of Central Florida and GiveWell Community Foundation to learn more about the needs and resources in (insert county name) from local residents. It should only take about 15 minutes to complete, and you will receive the opportunity to be entered to win a \$50 Visa gift card. Do you have some time to take this survey?”

- **No** → “No problem, thank you for your time!”
 - (Consider offering a QR code to them or share the link via flyer or email for them to take later on if they are able).
- **Yes** → “Thank you so much!” (*Begin administration*)



Email Template:

Used when contacting someone about the survey via email.

Email Subject: You’re Invited to Participate in the United Community Needs Assessment for (insert county name)!

Email Language

“Hello (insert participant name),

*My name is (insert your name), and I am reaching out to invite you to take our (insert county name) **County Needs Assessment**. This needs assessment is being led by United Way of Central Florida and GiveWell Community Foundation to learn more about the true strengths and needs in (insert county name) from local residents. Your responses will help to inform important strategies, programs, and funding opportunities uniquely designed for your county based on the voices of residents like you!*

This survey should only take about 15 minutes of your time. Once you complete the survey, you will have the choice to be entered to win a \$50 Visa gift card!

Click here if you are ready to share your voice and be a part of the change in (insert county name)!

*With Gratitude,
(Insert your name)”*



Website Blog:

Used to post the survey on your organization's website

Website Blog Language

(Insert county name) County, Your Community Needs You!

United Way of Central Florida and GiveWell Community Foundation are working together to conduct a County-wide needs assessment to learn about the strengths and challenges experienced in (insert county name) County. They are asking local residents 18 years of age and older to share their honest thoughts about community needs in areas such as economic and employment opportunities, education, food security, housing, quality of life, and transportation/infrastructure. All responses will help to inform important strategies, programs, and funding opportunities uniquely designed for your county based on the voices of residents like you!

This survey should only take about 15 minutes of your time. Once you complete the survey, you will have the choice to be entered to win a \$50 Visa gift card!

Be a part of the change in your community and take the survey today!"

Note: Be sure to insert language about how to access the survey based on your choice for administration:

1. **Survey Link:** *Click here to make your voice heard: (insert link) -recommended for online posts*
2. **QR Code:** *Scan the QR code using the camera on your device to take the survey and make your voice heard: (insert QR code)*



Flyer:

Used to advertise / post about the survey in-person or online

*The approved flyers and GWUW logos are attached to the email you received from **Jessica Pease**, United Community Needs Assessment Administrative Assistant.*

If you would like to create your own flyer, please contact

- **Approved Branding:**
 - Dave at dwalter@givecf.org
- **Flyer Language Approval:**
 - Amanda at amanda@qgresearchconsultants.com
 - Jessica Pease at Jessica.pease@uwcf.org

Glossary: Survey Definitions

- **Anonymous:** A condition in which the identity of individual subjects is not known to researchers.¹
 - *Survey responses are anonymous for people who do not provide their email to enter the raffle for a \$50 Visa gift card.*
- **Community:** The area where you live, work, and/or spend most of your time.¹
- **Confidential:** A condition in which the researcher knows the identity of a research subject but takes steps to protect that identity from being discovered by others.
 - *Survey responses are confidential for people who provide their email to enter the raffle for a \$50 Visa gift card.*
- **County:** All incorporated and unincorporated areas within the boundaries of Polk, Hardee, or Highlands County (*depending on where the participant lives*)
- **Economic Opportunity & Employment Domain:** Topic area assessing job access and availability, financial stability of local community members, and the conditions and available opportunities for local businesses.
- **Education Domain:** Topic area assessing the availability, accessibility, variety, and quality of local education programs and opportunities.

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<https://www.evergreen.edu/humansubjectsreview/confidentiality#:~:text=Anonymity%20is%20a%20condition%20in,common%20in%20human%20subjects%20research.>

- **Food Security Domain:** Topic area assessing the availability, accessibility, affordability, and quality of food options in the county of interest.
- **Housing Domain:** Topic area assessing the availability, affordability, and quality of housing in the local county. This area also asks about the level of community support for those experiencing homelessness.
- **Household:** All people who occupy a housing unit as their usual place of residence, regardless of their relationship to one another.²
- **Quality of Life Domain:** Topic area assessing the general well-being of the community by identifying key quality of life themes that include access to recreational activities (e.g., sports programs) and locations (e.g., parks), community safety, and engagement of local community members and the support of local government.
- **Transportation & Infrastructure Domain:** Topic area assessing both transportation (i.e., access to and need of Public Transportation such as busses, trolleys), perceived safety while driving, walking, and riding a bike, and county infrastructure (e.g., access and quality of internet service).

² <https://www.census.gov/programs-surveys/cps/technical-documentation/subject-definitions.html#:~:text=A%20household%20includes%20the%20related,who%20share%20the%20housing%20unit>

Contact Us!

For ANY questions, contact Jessica Pease, United Needs Assessment Administrative Assistant at Jessica.Pease@uwcf.org.



Thank You!