



## UNITED WE THRIVE! CAMPAIGN

[United Way of Greater Newark](#) (UWGN), has relaunched Newark Thrives!, the Out-of-School Time (OST) network in the city of Newark with the United We Thrive! Campaign. The United We Thrive! relaunch campaign will focus on combatting academic and summer learning loss. UWGN is committed to working with national, state and local youth development stakeholders to convene, collaborate, and invest in OST program providers. UWGN seeks to enhance the quality of youth development programs by investing in accelerated summer learning opportunities for youth and implementing a quality improvement system that includes access to assessment and evaluation, capacity-building initiatives and professional development for youth program providers.

The United We Thrive! Campaign includes the following initiatives:

**A Collective Call to Action** encouraging out-of-school time program providers to join UWGN and NT's commitment to increase quality OST opportunities for youth in the Greater Newark Community by signing the Newark Thrives! OST Impact Agreement and engaging in the OST Quality Improvement Cycle. The Quality Improvement Cycle includes implementation of OST quality standards, assessment tools, capacity-building initiatives and a state-of-the art Quality Data Management System designed to serve as a national model.

**An Investment in OST Programming** releasing the first-ever Accelerating Summer Learning Opportunities' mini-grants for program providers within the Newark Thrives! network to enhance summer programming. As an effort to combat summer learning slide, which has been amplified by the pandemic, the mini-grants will help jumpstart efforts to address the growing needs of our youth and families.

Re-igniting a new series of Newark Thrives! professional development sessions, beginning in October 2021, NT will work alongside local and national OST experts to combat the impact of the pandemic through tutoring, SEL, and training on healing centered engagement.

**A Clear Message of Hope** through marketing and communications strategies designed to encourage program providers, youth and families that quality out-of-school time can address the growing academic and social emotional development needs of our young people. Two social media engagement strategies will be unveiled consecutively: #SummerTime Newark highlighting positive images of youth in summer programming and #NewarkAfterschool encouraging youth and families to enroll in expanded learning afterschool.

The Newark Thrives! premiere OST program locator tool is being enhanced to increase accessibility to youth and families and data tracking capabilities for program providers.

UWGN is also taking a profound stance with local, state and national stakeholders in a Proclamation on Summer Learning describing our commitment to Build Back Better out-of-school time opportunities for youth and families.