

## 2022 Community Needs Assessment

Goodwill of Western Missouri and Eastern Kansas (MOKAN Goodwill) conducted a Community Needs Assessment (CNA) with the neighbors and community partners surrounding its location at 1817 Campbell Street, Kansas City, Missouri. The purpose was to understand four overarching questions:

- 1) What are the greatest needs and barriers faced by our most vulnerable populations?
- 2) What are the assets in the community and where are the gaps in services?
- 3) Which organizations might be interested in partnering with us?
- 4) Where are the opportunities to strengthen services?

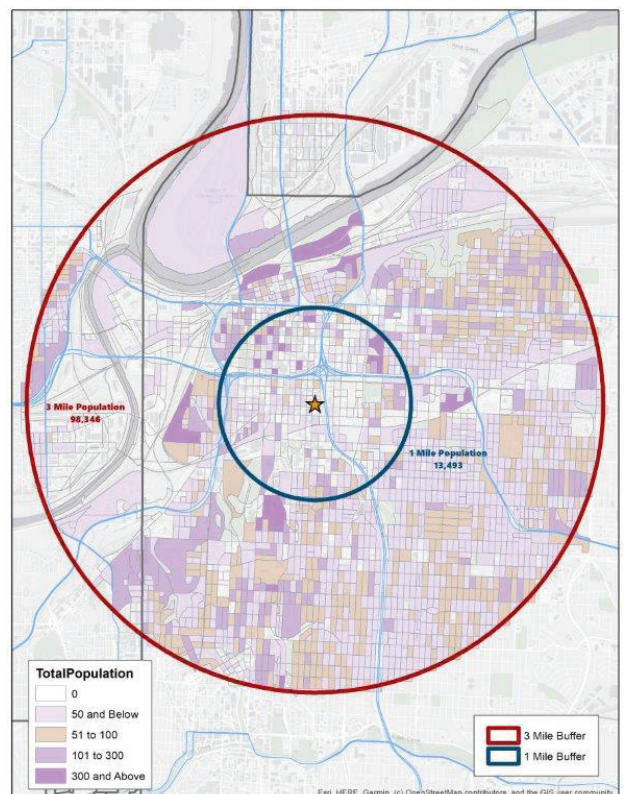
### Summary of Key Findings

Within a three-mile radius:

- 17,083 people have only a high school diploma or less.
- 47% of Black residents live in poverty, almost four times the number of white residents.
- 5.7% of individuals are unemployed.
- \$33,854 is the median income, less than half of the metro's median income.
- 61% of community residents and stakeholders expressed a desire for more access to job training and adult education.

### Participation and Responses

1-on-1 Stakeholder Discussions	19 organizations
Community Survey	157 responses
Goodwill Employee Survey	251 responses



### Community Services and Resources

***“What are the greatest needs and barriers of people being served?”***

Childcare	Job training	High school diploma
Affordable housing	Mental health, physical health, and dental services	Technology
Transportation	Financial literacy	Support system
Food and basic services		Confidence



***“What services or resources would you like to see in your community?”***

- Children’s Programs - Therapy, mentoring, skill training, tutoring, and extended hours for childcare
- Homeless Shelters - Homeless shelters or assistance with housing
- Mental/Behavioral Health Services - Drug/alcohol addiction treatment, crisis centers for mental health
- Job Training/Digital Skills - Training programs and assistance with computer skills

***“How can Goodwill strengthen its partnerships to improve services?”***

- Create a streamlined referral system with partnering organizations
- Provide more short-term, low- or no-cost training for increased wages
- Provide vouchers for clothing and other needed assistance

***“Where are you receiving services or where are you referring people for services in the community?”***

Nearly 40 organizations were mentioned during the Community Needs Assessment —from government agencies to large and small nonprofits.

Realistically, individuals in need of these services are **the least likely to be able to travel from place to place, fill out new applications, and jump through endless hoops.**

In contrast, **the Goodwill Opportunity Campus will provide a one-stop location for accessing many of the programs and resources needed** to move out of poverty permanently.

*\*Demographic analysis was completed using data from the 2020 American Community Survey.*