

# HOPE *in* ACTION

## UNITED WAY KEY MESSAGING

- **United Way puts Hope In Action.** Hope In Action for the kids that receive therapy; Hope In Action for families that receive food delivered to them; Hope In Action for transportation to a necessary doctor's appointment; Hope In Action to ensure that no one gets left behind.
- We have a stake in creating a healthy, prosperous community. After all, we all win when a child succeeds in school, when a neighborhood is safe, when families have good health, and workers have solid jobs.
- United Way connects people who want to make a difference in our community with the people who need help the most.
- United Way is not a short-term investment; it's about lasting change. We work to address our community's most critical problems.
- We address the complexity of people's lives and communities by focusing on identifying root causes of issues and responding to immediate basic needs.
- Giving to United Way's Community Action Fund is an efficient and powerful way to invest in your community. It is also the best way for United Way to leverage donor dollars strategically and allows charities to make their dollars go further.
- All donations to the Community Action Fund stay local and measured results are reported back to the community annually.
- In addition to making financial investments in programs and community impact initiatives, United Way also helps increase the capacity and efficiency of our program partners through technical assistance and training, as well as connecting them to volunteers and other resources.
- Change doesn't happen alone. To live better, we must Live United.

### BENEFITS OF GIVING THROUGH UNITED WAY:

	Community Action Fund
Funding stays local and is based on program performance, outcomes, fiscal responsibility, community needs and priorities.	✓
Agency program oversight and support is provided by United Way staff and volunteers year-round.	✓
United Way staff and volunteers engage closely with agencies to ensure program progress and success.	✓
Opportunities exist for agencies to double donations through challenge grant matches sponsored by companies and foundations.	✓
Through data analysis and impact management, United Way identifies gaps in service, leading various Community Impact Initiatives.	✓
Donate conveniently through workplace campaign and payroll deductions.	✓
Donation is distributed directly to nonprofits.	✓