

## UNITED WAY KEY MESSAGES

### IMPACT/EDUCATIONAL MESSAGING

- United Way helps people.
- More than \$1 million each week is invested in this community to help people through United Way. You help build a healthier community every day, simply by donating to United Way.
- United Way helps support nearly 170 agencies right here in the metro area - in total, 16 counties in Missouri and Illinois. These agencies help people through a variety of programs and services. United Way funds agencies such as the local Alzheimer's Association, the Red Cross, Boys & Girls Clubs, Nurses for Newborns, Kids in the Middle, Annie Malone, Wyman Center, Big Brothers Big Sisters and St. Louis Area Foodbank.
- Remember to call 314-421-0700 or visit [HelpingPeople.org](http://HelpingPeople.org) to help people in this community through the United Way of Greater St. Louis.
- Forty-five percent of the agencies United Way funds have some type of program or service that serves children and youth. These services could include child care, education, adoption, abuse prevention, mentoring, counseling, scouting or recreation.
- More than 45 agencies that United Way funds focus on meeting basic needs of people in our region. These services could include some of the most basic necessities - food, clothing, emergency shelter, employment and self-sufficiency.
- More than 20 agencies that United Way funds have some type of program or services that supports seniors. These services could include self-sufficiency, transportation, recreation, home health services, meal delivery and residential programs.
- More than 30 United Way agencies have a client base with 70 percent or more being women. These services could include, but are not limited to, shelters, counseling, legal representation, victim advocacy or crisis lines.
- A gift to United Way is helping people. In fact, you're helping 1 in 3 people in our community each year. Together, our gifts will help a person find a job, a child receive after-school care or an elderly person receive a hot meal.
- United Way partners with nearly 170 local nonprofits that help as many people as possible in our community. Your gift is supporting a wide range of services for our community.
- A gift to United Way helps our entire community and spans across 16 counties, including counties in Illinois, St. Charles and St. Louis.
- When you make a gift to United Way, you aren't supporting one cause or one agency. You're supporting a wide range of services that help people with a wide range of needs.
- United Way is here for the entire community.
  - Nearly 170 agencies rely on United Way for funds to help more than one million people annually — that's 1 in 3 people in our region. From basic needs to health issues, youth development to senior care, United Way funds quality agencies that provide measurable, positive programs to build a healthier, stronger community.
  - Key point: Our gifts to United Way help fund programs that enhance the community for all of us.
  - United Way is a great way to help families and individuals in our region because so much of the money goes directly to help people - more than 90 percent.
  - Key point: United Way is the most efficient way to help.
- Dr. Mark S. Wrighton and Jeff Fox serve as the 2018 campaign co-chairs for United Way.

Helping people.



Greater St. Louis

## VOLUNTEERING

- St. Louis once again ranks 8th in the nation of residents who volunteer among 51 large cities, according to a report from Volunteering in America.
- United Way of Greater St. Louis' Volunteer Center has opportunities for everyone in the community to get involved. Visit [www.stlvolunteer.org](http://www.stlvolunteer.org) or call 314-539-4063 or 2-1-1 from a land line.

Opportunities include:

- Allocations panels
  - GenNext
  - St. Louis Cares
  - Board Link
- Since 1933, United Way's Volunteer Center has ensured its volunteers quality experiences in numerous volunteer roles.

## 2-1-1

- 2-1-1 is a free, easy, confidential way for people to call for health and human service assistance from professionals 24 hours a day.
- 2-1-1 is available throughout the state of Missouri and nine counties in Southwest Illinois.
- On average, a person makes 14 calls before finding the right help. With 2-1-1, you call us, and we do all the searching to get you to the right place. Visit [www.211helps.org](http://www.211helps.org) for more information.