

# United Way **HELPS** people live their best possible lives.



## **H**andraisers

*Every day, we raise our hands and answer the call to help our neighbors.*

**United Way's Volunteer Center** connects local people to service projects and opportunities to give back.

**United Way 2-1-1** connects people to resources, such as housing, food, job training programs and more.

The **fall campaign** mobilizes hundreds of thousands of people, raising millions for programs and services that help people.

## **E**xpertise

*With nearly a century of helping people, we're uniquely positioned to identify and address the needs of our community.*

Through its work with local nonprofits, United Way 2-1-1 and companies, **United Way knows our community and its needs.**

United Way is an expert in **strategic philanthropy that leads to better outcomes** for our neighbors and community.

United Way is focused on solving our region's toughest problems and **brings the knowledge and skills** to lead the way.

## **L**ocal

*We're a local organization with roots woven into the fabric of our community.*

United Way and its partner agencies serve residents in **16 counties in Missouri and Illinois.**

**Local people** develop United Way's policies and determine its funding priorities.

United Way and its partner agencies **support 1 in 3 people** in the St. Louis region.

## **P**artnerships

*We bring our community's problem solvers together to work on the region's most pressing issues.*

**United Way partners with hundreds of nonprofits** to meet varied needs, like housing, education and senior services.

**United Way brings the right leaders to the table** to tackle growing community issues, like the opioid crisis or violence prevention.

During times of crisis whether natural disaster or man made **United Way convenes our region's resources and services.**

## **S**trengthen

*Our work strengthens the region so we all have the ability to reach our potential.*

**Key priorities:** foster learning, provide basic needs, establish financial stability, improve health, strengthen community.

By providing people with their needs today, **United Way positions the community for a better tomorrow.**

Caring for all of our neighbors is **key to a thriving community.**