

UNITED WAY MESSAGING

CAMPAIGN 2021

UNITED WAY MOBILIZING THE COMMUNITY

- Now more than ever, it's important to **unite as a community**, to support one another and to lift each other up.
- As members of the St. Louis region, we want to see the communities where we live, work and raise our children thrive.
- That's why we are all united to help the St. Louis region through United Way.
- United Way's mission is to **help local people live their best possible lives**.

MESSAGING AROUND NEED

- The need in our region is still great as the road to recovery from the COVID-19 crisis for many families will be a long process:
 - In 2020, United Way 2-1-1 received more than 192,000 requests for help, a 54% increase over 2019.
 - In the first six months of 2021, **2-1-1 received over 60,000 calls for help**.
 - The top requests are for housing; utility assistance; and food.
- Even in typical economic times, **43% of all households** in the St. Louis region do not have the monthly income to meet their basic needs (things like rent, utilities, food, medical expenses, transportation).
- Over 400,000 of those served by United Way programs and partners are children and youth.

UNITED WAY'S IMPACT

- United Way provides **vital funding to a safety net of nonprofits** that address so many needs in our community.
- Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community as a whole, including:
 - Immediate basic needs such as **food, shelter and transportation**.
 - Long-term support such as **youth programming, education, job training, and counseling**.
- 1 million people in our area are helped each year by United Way supported nonprofits—that's **1 in 3 people in 16 counties** throughout Illinois and Missouri.

COMMITMENT TO RACIAL EQUITY

- **Racial equity remains at the forefront of United Way's efforts**. Creating a safe and healthy home for everyone in our community is central to its work.
- United Way partners with programs and nonprofits **that create equitable conditions and opportunities** across our region.
- United Way's Community Needs Assessment applied a **racial equity lens** to help inform our future investments to be distributed in a way that gives people from all ethnic backgrounds and cultures the opportunity to live their best possible lives.

RESPONSE DURING COVID-19 CRISIS

- During times of crisis and hardship, United Way provides additional funding, capacity support and response coordination for immediate and long-term efforts.
- In 2020, **United Way invested more than \$1.2 million** through emergency response grants into more than 50 local nonprofits serving people throughout Missouri and Illinois. These nonprofits have **helped over 240,000 local people with needs** related to housing, food access, health, education, job training, childcare, mental health support and more.
- In addition to infusing additional funding into local nonprofits, United Way launched new partnerships and programs and invested into systems and processes to ensure local people have access to crucial resources to survive and thrive.

WHY YOUR SUPPORT MATTERS

- Through tough times that affect us all or times that are tough for just a few, what we do now is critical to **paving a path to a better tomorrow**.
- Your annual campaign gift enables **United Way to provide stable funding** throughout the year to a network of 164 local high-performing nonprofits that address a breadth of needs for our community – from food and shelter to youth programming, cancer support, mental health resources for veterans, and much more.
- Support for United Way's campaign helps build a strong foundation for our region's safety net to **help families and communities sustain and thrive, now and for generations to come**

BY THE NUMBERS

Every gift matters, and your support of United Way has an incredible impact for our communities, friends, family and neighbors:

- A gift of \$25 provides 100 meals to low- and moderate-income children, families and seniors.
- A gift of \$100 provides a night of shelter for 5 people experiencing homelessness.
- A gift of \$1,000 provides a month's stay for a mother and her children at a domestic violence shelter.

WHY SOMEONE SHOULD GIVE TO UNITED WAY VERSUS A SPECIFIC ORGANIZATION

Many of us have causes and organizations near and dear to our hearts, maybe for family or personal reasons or because we're involved and volunteer with a specific organization. That's wonderful, and we certainly want our community to continue supporting those organizations they feel passionate about.

There are many lesser-known organizations in our community that play an important role in keeping some of our neighbors and communities healthy, safe and whole. Without United Way funding, some of these organizations would not be able to help as many people. This is why the United Way campaign is so important – your support means continued funding for 164 local agencies and services like the 2-1-1 helpline, financial stability initiatives and racial equity programs. A gift to United Way is a true investment into the entire St. Louis region.

Helping people.



IS UNITED WAY SUPPORT NEEDED WHEN OUR CITY IS RECEIVING SIGNIFICANT STIMULUS DOLLARS:

Put simply, it is still critically important that we support United Way this year. In typical times, 43% of our neighbors do not have the monthly income to meet their basic expenses. Challenges brought on the past year due to COVID-19 have likely only increased that number. United Way and its 164 supported agencies annually help 1 in 3 people in our region, and without a successful campaign, this support is not sustainable.

Key messaging around federal stimulus dollars:

- Federal stimulus dollars are not coming into our region equitably; \$500 million is earmarked for St. Louis City, but several counties and communities in our region are not receiving federal stimulus dollars. When you support our United Way, your dollars are ensuring programs and services are there for people in all of the 16 counties United Way serves in both Missouri and Illinois.
- The federal stimulus dollars are also earmarked for specific services and support, like vaccine distribution, small business loans, and housing. Our local United Way plays a critical role in supporting so many causes and needs that will receive little or no federal dollars. Things like cancer support, mental health resources, youth mentoring, domestic violence support, senior care, etc. These are all examples of the type of needs thousands of neighbors across our region face every day, and without United Way, 164 high-performing nonprofits would lose critical funding to help meet these types of needs.

Helping people.

