

UNITED WAY MESSAGING

CAMPAIGN 2022

UNITED WAY HAS BEEN HELPING THE COMMUNITY FOR 100 YEARS

- United Way of Greater St. Louis' story began in 1922 when a group of dedicated community leaders and businesses united to better their community and the lives of their neighbors.
- One hundred years later, **our mission remains the same** – helping local people live their best possible.
- Over the past century, our local United Way has **raised and invested nearly \$3 billion** into hundreds of nonprofits and programs that strengthened our region.
- We embark on our next 100 years with a **renewed sense of purpose and hope** for our community and our neighbors.

MESSAGING AROUND NEED

- The need in our region is still great.
 - In 2021, United Way 2-1-1 received more than 170,000 requests for help.
 - The top requests are for housing; utility assistance; food; and employment assistance.
- 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.

UNITED WAY 2-1-1

- Your support of United Way also ensures the region's 2-1-1 helpline is available to our neighbors in need.
- With a database of more than 24,000 programs and services throughout our community, United Way 2-1-1 connects neighbors to vital community services like housing, food, mental health resources, senior services, childcare and youth programming, job training, and crisis/natural disaster response.
- 2-1-1 is a free and confidential available to community members 24/7 through a phone line, texting, mobile app, online chat option and website search directory. Multilingual service is also available through 2-1-1 for up to 250 different languages.

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 more than **160 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 monthly gift of just \$5 provides formula to one infant for a month.
- A one-time gift of \$25 provides 100 meals to low- and moderate-income children, families and seniors.
- An annual gift of \$100 provides a night of shelter for 5 people experiencing homelessness.
- An annual gift of \$1,000 provides a month's stay for a mother and her children at a domestic violence shelter.

Helping people.



Greater St. Louis