

UNITED WAY MESSAGING

CAMPAIGN 2023



HOW UNITED WAY HELPS THE ST. LOUIS COMMUNITY

- United Way of Greater St. Louis' story began in 1922, and 100 years later **our mission remains the same** – helping local people live their best possible lives.
- We unite people, resources and funding to help build strong and equitable communities where everyone can thrive.
- United Way supports a network of 160 local nonprofits that help the community as a whole:
 - Immediate basic needs such as **food, shelter and transportation**
 - Long-term support such as **youth programming, education, job training, and counseling**

WHY UNITED WAY IS CRITICAL TO OUR COMMUNITY

- The need in our region is still great:
 - In 2022, **United Way 2-1-1** received more than 155,000 requests for help.
 - The top requests are for housing; utility assistance; and food resources.
- 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**.
- Over the past century, our local United Way has **raised nearly \$3 billion** locally to support the community.

UNITED WAY 2-1-1

- Your support of United Way also **ensures the region's 2-1-1 helpline is available** to our neighbors.
- 2-1-1 is a free and confidential available to community members 24/7 through a phone line, texting, mobile app, online chat and web directory. Multilingual service is also available through 2-1-1 for up to 250 different languages.

- **With a database of more than 24,000 programs and services** throughout our community, United Way 2-1-1 connects neighbors to vital resources like
- housing, food, mental health support, senior services, youth programming, job training, and more.

WHY YOUR SUPPORT MATTERS

- **This is more than a campaign, United Way is a cause.**
- One 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.
- **Unite with us** to build a strong foundation for our region, 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-income children, families and seniors.
 - An annual gift of \$500 provides 10 hours of employment training or job coaching to an unemployed or underemployed neighbor.

MAKE A GIFT TODAY OR LEARN MORE AT [HELPINGPEOPLE.ORG](https://www.helpingpeople.org)