

## 2024 UNITED WAY

### COMMUNITY CAMPAIGN MESSAGING



#### WE STRENGTHEN OUR REGION

- After more than a century 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.
- We connect people with causes close to their hearts and inspire them to roll up their sleeves and give back to the community.
- We represent and serve millions of neighbors across a 16-county region in Missouri and Illinois.
  - Immediate basic needs such as food, shelter, and transportation.
  - Long-term support such as youth programming, education, job training, and counseling.
- This is more than a fundraising campaign. Together we are a movement.

#### WE EMPOWER PEOPLE

- Without United Way funding, some organizations would not have the ability to help as many people. This is why the United Way Community Campaign is so important – your support means continued funding for more than 160 local agencies and services like the 211 helpline, financial stability initiatives, and racial equity programs.
- 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 Missouri and Illinois.
- Over the past century, our local United Way has raised nearly \$3 billion to support the community.
- The need in our region is still great.
  - In 2023, United Way’s 2-1-1 managed more than 205,000 inquiries for help.
  - The top requests are for housing, utility assistance, and food resources.
- Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community.

- 43% of all households in the St. Louis region do not have the monthly income to meet their basic needs- necessities like rent, utilities, food, medical expenses and transportation.
- Over 400,000 of those served by United Way programs and partners are children and youth.

## WE AMPLIFY IMPACT

- We provide over 44 million dollars in funding to 227 agencies across the region.
- We answer over 200,000 calls for help each year through United Way 211, a free resource, available 24/7 to find providers, programs, and services for those in need.
- We helped over 160,000 households across the region gain access to essential resources.
- Broadened the availability of behavioral health resources for children and families in Missouri and Illinois through a \$400,000 focused allocation from our Regional Investment Committee
- 93% of United For Families (UFF) participants created a plan for their family to stabilize and thrive.

## WE SUPPORT

- One gift to United Way supports over 160 nonprofits.
  - 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.

## UNITE WITH US

- Infused an additional \$6.5 million into the local community through state partnerships in both Missouri and Illinois
- Awarded more than \$775,000 to nonprofit agencies for the Targeted Funding Pool focusing on emerging and emergency initiatives.
- Increased the reach and impact of the Community Information Exchange by adding over 300 community-based organizations and three major hospital systems across Missouri and Illinois.

## COMMUNITY INFORMATION EXCHANGE

● This cooperative group of healthcare systems, community-based organizations, and more, led by United Way of Greater St. Louis (UWGSL), started in 2018 to change the landscape of our service delivery infrastructure. The goal is to bridge the gaps of social determinants in our health systems. Before CIE, a person seeking help needed to contact various places for each of their needs. Now, if someone enters CIE looking for a local food pantry, they can enter the system of referrals and care. This way we can address the issue