

2024 UNITED WAY

COMMUNITY CAMPAIGN MESSAGING



HOW DO WE HELP THE COMMUNITY?

WE STRENGTHEN OUR REGION

- We unite people, resources, and funding to help build strong and equitable communities where everyone can thrive.
- 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.
- We focus on 5 impact areas: basic needs, early childhood and youth success, jobs and financial mobility, health and wellness, and community stability and crisis response.
- We help with immediate basic needs such as food, shelter, and transportation and long-term support such as youth programming, education, job training, and counseling.
- We connect people with causes close to their hearts and inspire them to roll up their sleeves and give back to the community.
- This is more than a fundraising campaign. Together we are a movement.

WHY IS UNITED WAY OF GREATER ST. LOUIS CRITICAL TO OUR COMMUNITY?

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 nonprofits and services like the 211 helpline, financial stability initiatives, and racial equity programs.
- Over the past century, our local United Way has raised nearly \$3 billion to support the community.
- Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community.
- The need in our region is still great. The top requests are for housing, utility assistance, and food resources.
- 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.
- 93% of United for Families (UFF) participants created a plan for their family to stabilize and thrive.
- A monthly gift of just \$5 to United Way provides formula to one infant for a month.
- A one-time gift of \$25 provides 100 meals to low-income children, families, and seniors.

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- An annual gift of \$500 provides 10 hours of employment training or job coaching to an unemployed or underemployed neighbor.

WHY DOES COLLECTIVE GIVING MATTER?

WE AMPLIFY IMPACT

- We provide over 44 million dollars in funding to 227 agencies across the region. (This includes safety net, targeted, and systems change.)
- 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.
- 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.
- We helped over 160,000 households across the region gain access to essential resources.
- Awarded more than \$775,000 to nonprofit agencies for the Targeted Funding Pool focusing on emerging and emergency initiatives.
- Infused an additional \$6.5 million into the local community through state partnerships in Missouri and Illinois.
- 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.