



2025 UNITED WAY OF GREATER ST. LOUIS COMMUNITY CAMPAIGN MESSAGING

Who We Are

- United Way of Greater St. Louis **brings together people, resources, and funding to help build strong, resilient communities** where our neighbors overcome challenges, and everyone can thrive.
- United Way of Greater St. Louis **remains one of the top United Way giving campaigns in the nation**, with local fundraising results exceeding \$3 billion as of 2024.
- Together-**We Empower People.**

What We Do

- Each year, **we make a difference in the lives of over 1 million people in Missouri and Illinois**. That's **1 in 3 people across 16 counties** supported by programs, services, and initiatives that help meet their immediate and long-term needs.
- We focus on five key areas: **basic needs, youth and early childhood success, financial mobility, health and well-being, and community stability and crisis response.**
- United Way **funds 160 local nonprofits** that provide vital services to help individuals and families.



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- **211** Powered by United Way of Greater St. Louis is a **24/7 public information tool designed to connect individuals to available services and resources.**
- The **United Way Volunteer Center helps people find causes they care about** and has been mobilizing volunteers to help our neighbors for nearly a century.
- **Unite With Us** Day is our annual community-wide day of service where thousands of volunteers come together to help our neighbors.
- Our **United For Families** program is dedicated to **helping families regain stability and build a brighter future.**

Why We Do It

- It takes a deep desire to help people and an ongoing commitment from individuals, corporate partners, unions, and agencies who are willing to work hand in hand **to make sure our neighbors have the support they need to succeed.**
- The need for support is urgent, with **43% of households in our region facing challenges to meet essential needs like rent, utilities, food, transportation, and medical costs.**
- Each year, **more than 400,000 children and youth thrive thanks to United Way programs and partnerships.**
- **More than 90% of children participating in United Way programs are ready for kindergarten, and 80% of K-12 students are proficient in**



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math, reading, science, and technology thanks to United Way programs and initiatives.

- Together-**We Multiply Impact.**

How We Do It

- From providing food and shelter to offering education, job training, and counseling, **United Way is here to help and ensure individuals and families have the tools and support they need today and in the future.**
- Our **Community Campaign is a coordinated fundraising effort we are incredibly proud of**, and it takes all of us working together, donating, and being involved in sparking real, lasting change.
- United Way is more than a fundraising campaign—**we are a movement.**
- Because of collective giving and the power of working together, United Way is there whenever it's needed, **investing over \$47 million to help provide essential support to 261 local nonprofits in times of crisis and beyond.**
- Through our Targeted Funding Pool, **we address and identify urgent community needs like youth behavioral health, financial mobility, food security, and community safety.** Last year, United Way **invested over \$997,000 to support these efforts.**



- **Over 21,000 individuals have been empowered through our financial mobility programs, gaining the tools and support they need to secure stable employment and build a foundation for long-term success.** United Way financial mobility programs are helping to transform lives, creating brighter futures and stronger communities, one person at a time.
- **A \$5/month gift can provide an entire month of infant formula for a family in need.**
- **A \$25 one-time donation provides 100 meals for children, families, and seniors facing hardship.**
- **A \$500 annual gift funds 10 hours of job training or coaching, empowering someone to achieve their career goals.**