



UNITED WAY
Greater St. Louis

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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 supports **hundreds of causes** that help people across our region live healthier, more stable lives.
- United Way of Greater St. Louis remains one of the top United Way giving campaigns in the nation. This distinction is a true reflection of the generosity and commitment of our local community.
- Since 1922, we have raised over **\$3 billion**, each dollar making our region stronger and more resilient.
- 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.



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- United Way **funds 160 local nonprofits** that provide vital services to help individuals and families. These organizations help provide wrap-around support and address critical needs like shelter, food, and employment, making a lasting difference in people's lives.
- We partner closely with our safety net agencies to empower individuals and families who face everyday challenges by providing support in our five impact areas, which are **-basic needs, youth and early childhood success, financial mobility, health and well-being, and community stability and crisis response.**
- Our hearts go out to those affected by the devastation caused by the severe storms and tornadoes on May 16th. These storms have caused unimaginable destruction across the region.
- Thanks to our community's ongoing investments, the strength of our United Way enabled us to begin storm response efforts immediately by activating **211, the United Way Volunteer Center, and our Storm Relief Fund** to help people in need.
- **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 every day, including during times of disaster and throughout the recovery phases. Each year, more than 200,000 community members reach out to 211 to find help.
- The United Way Volunteer Center deploys **thousands of volunteers** every year to help our community. We post opportunities daily across a range of needs, from storm-related cleanup efforts to skilled labor for



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home repairs and heavy equipment operations. We encourage volunteers to join outreach efforts at stlvolunteer.org.

- **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

- 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. Many families are struggling, and the community campaign provides the opportunity to help our neighbors and make a meaningful difference in their lives.
- With **43% of households** in our region already facing challenges to meet essential needs like rent, utilities, food, transportation, and medical costs, unexpected challenges like storms, workforce reductions, and rising costs are increasing immediate and long-term demands on our local nonprofit safety net.
- United Way support is needed now more than ever. Our annual community campaign provides **businesses and individuals** with a collaborative opportunity to help our neighbors and make a meaningful difference in their lives. The impact of multiple donations together reaches far beyond any single gift alone.



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- **We are asking the community to step up like never before by donating to United Way to help our neighbors. We cannot change lives across the region without support. It will take all of us working together to continue our important work.**
- Each year, more than **400,000 children and youth** thrive thanks to United Way programs and partnerships. When children are surrounded by safety, care, and encouragement, they are better equipped to succeed in school and in life.
- More than **90% of children** participating in United Way programs are ready for kindergarten, and 80% of K-12 students are proficient in math, reading, science, and technology thanks to United Way programs and initiatives.
- 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 160 local agencies and services like the 211 helpline, financial stability initiatives, and youth programs.
- **Together-We Multiply Impact.**

How We Do It

- United Way shows up for our community by harnessing the power of **collective giving**. When we come together—individuals, businesses, and organizations—we can create a ripple effect of positive change. By



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joining forces, we're able to support those in need, tackle pressing issues, and build a stronger, more vibrant community for everyone.

- 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.



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- **Every gift** plays a crucial role in sustaining vital services such as the 211 helpline, financial stability programs, and a wide range of community initiatives that empower individuals and strengthen families.
- United Way of Greater St. Louis strengthens the **health and vitality** of our entire region by supporting people in overcoming challenges.
- We encourage our community to **unite with us**, get involved through volunteering, donating, joining one of our many leadership societies, or contributing during your company's campaign. For more information **visit helpingpeople.org**.