

How to Tell United Way's *Community Investment* Story

Your :30 “Elevator” Speech

Today, the issues facing our community are more complex than ever: high dropout rates... families who can't make ends meet...poor health.

When you support United Way *Community Investment*, you are helping people in urgent need *now*. But you're also part of something larger; you're part of a *movement* that gets to the heart of our community's problems and creates lasting solutions. That's why giving to United Way *Community Investment* is the best investment you can make in our communities...to build a better life for *all* of us.

More Details about United Way *Community Investment*

What exactly is the *NEW* United Way?

Today, the issues facing our community are complex and cannot be solved by one agency or one expert alone. That's why United Way has become a dynamic *movement* that unites like-minded people who bring their vision, passion, expertise and resources together to GET THINGS DONE!

We call our work *Community Investment*.

We know that only by working **together** can we attack problems at the source and finally break the cycle of failure in our communities, by working on the underlying causes such as:

- Children who are not ready to succeed in school
- Financial instability
- Poor health

Above all, United Way *Community Investment's* goal is to create measurable, sustainable improvement in the quality of life for us all.

How does United Way *Community Investment* work?

We LISTEN to our communities and bring together our region's businesses...community organizations...volunteers...government...private foundations and a network of human services agencies to create real, lasting change.

United Way focuses on the things we can do to help families be independent and self-supporting in three main areas:

Education

- Focus on getting young children ready to learn when they enter kindergarten. Our goal is preparing **1,000** more children for kindergarten by 2014.
- Support after-school programs and parenting support programs that help older children achieve in school. Last year **3,000** young people improved their academic skills through after-school and summer programs.

Income

- Collaborate with our agency, government and business partners to help people improve their job skills and learn new ones.
- Support the training of budget coaches who teach people how to create a budget, reduce debt, pay bills on time and save for the future.
- Help increase the number of people who apply for and receive the Earned Income Tax Credit. Last year, more than 3,000 volunteers helped nearly 8,600 people file their taxes, bringing back \$15 million in tax credits and refunds to our region.
- Support safe, affordable housing so our children and families can succeed.

Health

- In partnership with Community Health Charities of New England, we help keep people productive at home, work and school through a wide range of programs such as home health care, mental health care and the **2-1-1** help and information line.
- Provide a safety net of health and other human services in times of crisis.

Why you can feel confident choosing United Way *Community Investment* for your gift.

Your gift to United Way *Community Investment* is invested wisely in programs and initiatives that *maximize* the impact of your donation and your return on investment. As a member of one of the most trusted charitable organizations in the world today, United Way of Central and Northeastern Connecticut...

- Leverages the best, innovative practices and latest research from United Way Worldwide and other local and national experts
- Validates our strategies locally through ongoing conversations with our community
- Relies on experienced community volunteers for oversight and guidance in all we do
- Monitors and reports results on every *Community Investment* dollar