

HOW TO TELL OUR STORY

These are United Way's key messages. Please choose the points that speak to you and your audience. In addition to sharing these messages, be sure to share your United Way story – why you believe in United Way.

United Way of Greater Milwaukee & Waukesha County fights for the health, education, and financial stability of every person in our local community.

- ❑ We have a stake in creating a healthy, prosperous community. After all, we all win when a child succeeds in school, when a neighborhood is safe, when families have good health, and when workers have solid jobs.
- ❑ United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- ❑ We address the complexity of people's lives and communities by targeting the root causes of issues and responding to immediate basic needs.
- ❑ Giving to United Way's Community Fund is the most efficient and powerful way to invest in your community. It is also the best way for United Way to leverage donor dollars strategically.
- ❑ All donations to the Community Fund stay local and results are measured and reported back to the community annually.
- ❑ With your help, we did some amazing things this past year:
 - ❑ **Health:** Our community is healthier. Last year, over 15,000 people were connected to quality and affordable health and dental care.
 - ❑ **Education:** More youth are succeeding in school. Last year, over 68,000 students received youth development programming to keep them on track for the next grade level.
 - ❑ **Financial Stability:** More families are achieving financial stability through increased adult education. Last year, over 3,200 adults utilized training and educational programs to connect them to employment.
- ❑ In addition to making financial investments in programs and community initiatives, United Way also helps increase the capacity and efficiency of our program partners through technical assistance and training, as well as connecting them to volunteers and other resources.

- ❑ Three top reasons to engage with United Way:
 - ❑ **Local.** We invest in 220-plus programs at over 110 local agency program partners in the areas of health, education, and financial stability located in Milwaukee, Ozaukee, Washington and Waukesha Counties.
 - ❑ **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community. Individuals can make one annual contribution and know it is impacting many. For organizations, it is not practical to have every nonprofit fundraiser at their workplaces. A United Way campaign is a well-organized opportunity for all employees to feel engaged in the community.
 - ❑ **Effective.** We only invest in programs at agencies that are in good financial health. Those programs' results are measurable, sustainable, and meet current community needs. We invest nearly 90 cents of every dollar raised into community problem solving – and that far exceeds national standards.

- ❑ There is more work to do to make our four-county region stronger, safer, healthier, and more united.
- ❑ Change doesn't happen alone. Hope isn't a one-man band. And there's no such thing as self-taught or self-made. We have one life. To live better, we must Live United.



**We are more than fundraisers.
We are hand-raisers.
Game-changers.**



Additional Resources:

Success stories
UnitedWayGMWC.org/Stories

Videos
UnitedWayGMWC.org/Videos