

UNITED WAY COMMUNICATION GUIDE

HOW TO TALK ABOUT UNITED WAY

THE BASICS.

MISSION

The United Way of Rutherford and Cannon Counties improves lives by advancing opportunities for education, health and financial stability for all.

VISION

To be the primary community solutions leader for human services.

IMPACT AREAS

Education, health and financial stability are the building blocks for a good quality of life, and most of the time addressing the root of an issue causes you to examine all three impact areas to create permanent change. United Way uses a holistic approach when addressing issues and community solutions.



WHY COMMUNITY IMPACT? THE *BEST* WAY TO DO THE *MOST* GOOD.

Have you ever wondered what Community Impact means? Community Impact is ...

IMPROVING LIVES BY



MOBILIZING COMMUNITIES TO



CREATE LASTING CHANGE

United Way brings together people, information and resources. Sometimes this creates something new, and other times it strengthens what already exists. The key to our success is who surrounds us; government, healthcare, education, other nonprofit organizations, and community members like you. We know that we're better together and that some things are too big to take on alone. No other organization does what we do, the way we do it.

COMMUNITY IMPACT FUND

Investing in the Community Impact Fund is the most powerful way to make a lasting impact. Why? Because when you invest in United Way's Community Impact Fund, you are investing in *multiple* programs, initiatives, and services working to improve community conditions and ensures that your gift is held accountable to produce measurable outcomes.



DID YOU KNOW?

United Way directly benefits our community through programs and services such as FamilyWise Prescription Discount Cards, CharityTracker, the Volunteer Income Tax Assistance (VITA) Program, and 2-1-1 to name a few. Visit www.yourlocaluw.org to learn more about United Way programs, services and initiatives happening right here in our community. Read below for stories *you* can share to spread the word of United Way's impact!

MORE THAN A MEAL.



Tyler sat in class as his teacher was droning on about something involving a book they had been reading, but Tyler couldn't focus. He was just so *hungry*.

Finally, he couldn't take it anymore. "Mrs. Smith," he said, "I want to learn about this book, but I can't focus. I'm so hungry." As tears streamed down his cheeks, Mrs. Smith came over and touched his shoulder. "Class, keep discussing the book. I'll be back shortly."

Mrs. Smith led Tyler to the Principal's office where she gave him a backpack. In the backpack, Tyler found a granola bar, crackers and a juice pack. As he sat with the principal and ate, Tyler's hunger settled and he began smiling and laughing. Tyler went back to class ready to learn and discuss the book, full and happy.

United Way did more than just give Tyler some food through a community partnership; they gave him the confidence and comfort that every young child needs to have a desire to learn and to be an actively engaged student. By supporting United Way, you help kids like Tyler get intangible food that will last well past lunchtime.

FINANCIAL EMPOWERMENT.

Rebecca is a single mother of two struggling to pay her utilities. She saw the electric bill laying on the counter, but where would she find the money to pay for tax assistance?

One day while watching her children swim at the local community center, she noticed a sign that read *United Way - Free Tax Assistance*. When she inquired and realized she was eligible for the program, she scheduled an appointment with a United Way Volunteer Income Tax Assistance (VITA) preparer.

Rebecca was able to file her taxes for free and even receive a \$600 refund through the Earned Income Tax Credit. She was encouraged by the United Way volunteer preparer to put the refund towards her electric bill and begin saving for a financially stable future.



United Way of Rutherford and Cannon Counties
Find more tools and resources at www.yourlocaluw.org
For volunteer opportunities, visit www.unitedwayvolunteer.org.