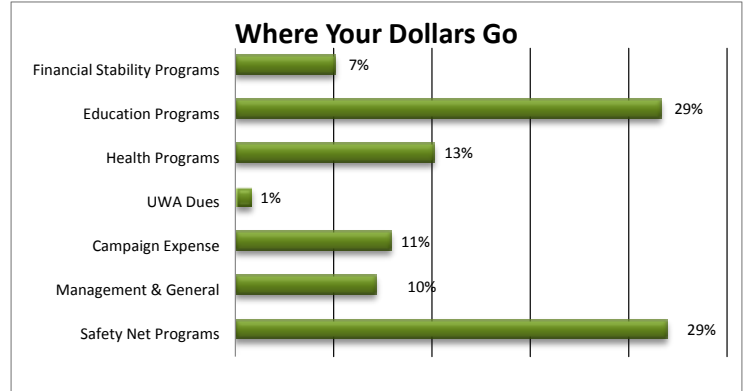


# United Way at a Glance

- Your gift to United Way of Etowah County, combined with thousands of other gifts, makes lasting changes in the lives of the citizens of Etowah County by helping in times of emergency or disaster, helping children succeed, making our community safer, strengthening and supporting families, and improving people's health and self sufficiency.
- 99% of your donation stays in Etowah County, serving the needs in our community. One percent is sent to United Way Worldwide (UWW), and came back to Etowah County by way of:
  - **\$47,718** - Emergency Food & Shelter Program grants for local families in crisis.
  - NFL and National Public Service Advertising.
  - Staff training.
  - Discounts on fundraising materials.
- Remember, when you make your pledge, you will be joining your fellow employees in making a difference in the lives of others by keeping available – 365 days each year in Etowah County – vital services for those in need.
- In order to insure your money is spent wisely helping others, over 60 of community volunteers on four teams conduct extensive research with the agencies. Each United Way partner agency receiving funding must undergo rigorous financial reporting and account for every penny it spends.
- Your donations are distributed directly to **27** partner agencies and programs provided by United Way. While campaign costs are budgeted at 11%, the management and general operations of the local United Way office are a low 10%.



## MISSION

United Way is improving lives by mobilizing the caring power of our community.

## VISION

We see a safe community with strong families working together, successful children moving toward becoming productive citizens, and a community where the disabled are reaching their potential and senior citizens can maintain their independence. We recognize a community of diverse people with a shared vision of caring for one another.

# LIVE UNITED

## Goals to Advance the Common Good

Education... Helping children and youth achieve their potential through education.

- Readiness to achieve in school – 3-5 year olds will have 3 of 4 school readiness skills.
- Academic Achievement – 3<sup>rd</sup> graders will be proficient in reading and high school students will graduate on time.
- Productive and engaged youth - young adults will make a successful transition from high school to work life.

Financial Stability.....Promoting financial stability and independence.

- Achieving greater financial stability – low income families spend no more than 40% of their income on housing.
- Building Savings – families learn how to use checking accounts and save money for emergencies.
- Gaining and sustaining assets - families learn how to build assets.

Health...Improving people's health.

- Healthy youth and adults.

Safety Net...Responding to basic needs.

- Crises assistance.
- Disaster preparedness and assistance.

## Community Initiatives



An easy to remember, free phone service linking services and needs



Matching volunteers to opportunities in their community



School Readiness, Parenting and the Dolly Parton Imagination Library



Promotes tools to enable low income families to save, build assets and enter the financial mainstream

Great things happen when we LIVE UNITED!

