

# WHAT MATTERS MOST?

United Way understands our community's toughest challenges. And every day, we find the best way to bring people together to solve the issues that matter most. When you give directly to United Way, you're **making a difference for local children and families.**



Together, we're UNITED to do something big. **Donate today.**

YOUTH SUCCESS | ECONOMIC MOBILITY | ACCESS TO HEALTH | BASIC NEEDS

Connecticut  
**2-1-1**  
Get Connected. Get Answers.

**211ct.org**  
Call 2-1-1 for information and referrals 24/7. 2-1-1 is a service of Connecticut United Ways in partnership with the State of Connecticut.

**UNITED TO DO SOMETHING BIG.**



[unitedwayinc.org](http://unitedwayinc.org)

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Hartford, CT 06106  
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United Way of Central and Northeastern Connecticut



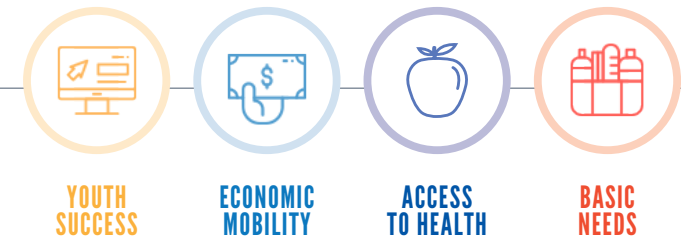
**UNITED WAY** PUTS  
YOUR CONTRIBUTION TO WORK,  
ACHIEVING **REAL RESULTS**  
THAT DIRECTLY IMPACT  
LOCAL CHILDREN AND FAMILIES.

REAL RESULTS

UNITED TO DO SOMETHING



2019  
COMMUNITY  
CAMPAIGN



United Way of Central and Northeastern Connecticut



# WHY GIVE

## Why give to United Way?

United Way cares about our community. Just like you. Together, we're improving lives and empowering every family to succeed by uniting around youth success, economic mobility, access to health and basic needs — the cornerstones of a strong community. When you give to United Way, you make a measurable difference for children and families in our region. Here's how:



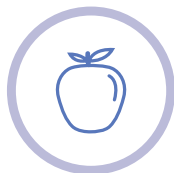
### YOUTH SUCCESS

You're making sure children are ready for school, stay on track and graduate on time prepared for college or career.



### ECONOMIC MOBILITY

You're helping people learn financial skills and qualify for good-paying jobs with opportunities for advancement.



### ACCESS TO HEALTH

You're promoting access to quality health care and wellness opportunities for children and families.



### BASIC NEEDS

You're helping people who are going through tough times get the assistance they need, such as food and shelter.



# YOUR IMPACT

## How do your donations make a difference?

- **72%** of children improved academic performance in grades K-3
- **85% of middle grade students** acquired the academic skills needed for high school
- **1,213 people** obtained benefits such as SNAP and WIC
- **1,982 individuals** received access to nutritious meals
- **5,910 individuals** found safety/security from sexual assault or domestic violence
- **932 individuals** received emergency shelter
- **\$31.1 million** in refunds and credits returned to tax filers in the region by nearly 600 volunteer preparers



[unitedwayinc.org](http://unitedwayinc.org)

# FREQUENTLY ASKED QUESTIONS



## What is United Way of Central and Northeastern Connecticut?

Founded in 1924, United Way of Central and Northeastern Connecticut is a 501(c)(3) nonprofit organization working to improve lives for children and families throughout central and northeastern Connecticut, including the Greater Hartford, New Britain, Windham and Enfield regions.

## What is United Way's mission and vision?

Our mission is to engage and bring together people and resources committed to the wellbeing of children and families in our community.

Our vision is a community where opportunities are available for every child to succeed in school and for every family to achieve financial security.

## What is the United Way Community Campaign?

Our staff and volunteers help thousands of people and hundreds of local companies to meet their philanthropic goals. Last year alone, more than **\$17 million** was raised by **400 workplaces** and **30,000 donors**.

## What choices do I have when making my gift to the campaign?

You may make a gift directly to United Way to support our focus areas (Youth Success, Economic Mobility, Access to Health or Basic Needs) and/or designate your gift to a 501(c)(3) nonprofit organization of your choice.

**Be sure to check with your employer for a matching gift program to make an even greater impact.**



## How does United Way help?

Our United Way addresses immediate needs and finds long-term solutions for children and families. We do this by investing in and partnering with community organizations, and by leading initiatives that help kids succeed in school, people get jobs and ensure families have what they need during the tough times.

## How do I get involved?

**GIVE.** Donating enables us to keep fighting so every child and every family has the opportunity to succeed.

**ADVOCATE.** Anyone can champion the cause. Whether you're speaking out to improve conditions in our community, wearing the LIVE UNITED T-shirt, or inviting your friends to join the cause, you can inspire hope and create opportunities for a better tomorrow.

**VOLUNTEER.** We mobilize individuals in central and northeastern Connecticut to take action on the causes they care about through volunteerism. Every day, United Way volunteers give their time and talent to make our communities better.

For more information, visit [unitedwayinc.org/FAQs](http://unitedwayinc.org/FAQs).

**UNITED TO DO SOMETHING BIG.**

**Give today.**