

UNITED WAY WOMEN UNITED®



WE ARE WOMEN UNITED

We are a diverse, vibrant community, bound together by a powerful sense of belonging – to each other, to United Way's mission and to the communities we call home. Women United is a global, growing force of 70,000+ women dedicated to creating a world of opportunity— for everyone.



United Way of Central and
Northeastern Connecticut

WE IGNITE CHANGE

Financial struggles affect families’ health and children’s education. Women United members empower each other to use our passions, ideas, expertise and resources to help women and families in our community achieve financial security.

OUR IMPACT

Members of our Women United focus on helping families achieve financial security by taking action for ALICE*. Despite working hard, ALICE households often live paycheck to paycheck- unable to afford the basics or save for future goals. Due to the COVID-19 pandemic, even more families are walking a financial tightrope due to loss of income. Women United invests in programs, initiatives and services that provide financial education, job training, asset building and other critical resources such as free tax assistance.

More than \$1.7 million has been raised though the organization’s signature fundraising event – *Power of the Purse* Luncheon and Silent Auction – since 2012. Funds help ensure that participants in United Way supported programs work to identify financial goals, develop realistic budgets, reduce debt, build savings, increase income and receive career coaching. In 2020 more than 1,100 individuals enrolled in job training programs that improved their employment potential and nearly 1,500 people participated in financial management programs to create and maintain budgets, increase savings and reduce debt**.

*ALICE stands for Asset Limited, Income-Constrained, Employed. **Data as of Fall 2020.

WHAT’S IN IT FOR YOU?

- Join a global movement that drives community change locally
- Network with women who have a passion for the community
- Develop your personal and professional skills
- Invest in real solutions to positively impact local women and children
- Participate in volunteer projects that make a meaningful difference in our community

WE’RE DIFFERENT

We don’t stand by. We’re raising our voices, rolling up our sleeves and leaving our fingerprints on a legacy of change that benefits everyone. As part of United Way, we have unparalleled resources to make lasting changes for local children and families. It’s our nature to protect fervently and fight fiercely for the people and causes we care about. We have an innate ability to communicate and get to the underlying issue. And we have an undeniable determination to do something about it.

OUR PRINCIPLES

We are a fellowship of women that:



Align with United Way of Central and Northeastern Connecticut and the national Women United goals and mission, operating in accordance with established governance practices.



Make long-term commitments to Economic Mobility and education initiatives for children, which deliver measurable and sustainable change within our local community.



Prioritize fundraising to support United Way Economic Mobility initiatives and ensure scalable success.



Cultivate a culture of empowering women including the personal, professional, and philanthropic growth of our members and program recipients.



Women United members toast to a successful *Red White and Chocolate* event that was held virtually in February, 2021

UNITED WAY WOMEN UNITED®

GET INVOLVED!

For more information, please contact
Lauren Pereira, Women United Manager
at LPereira@unitedwayinc.org

[f](#) [t](#) [i](#) [in](#) @WUforUWCT

Invest in Economic Mobility Initiatives to Support ALICE Families:

Give through your company's annual giving campaign by payroll deduction. Select Women United when designating your pledge. Please reach out to Lauren Pereira, Manager, Women United if you do not have this designation option or if your workplace does not have an employee giving campaign.

Attending one of our events or volunteer opportunities is another great way to become involved. Upcoming events are included in our bi-monthly newsletter as well as on our website [HERE](#).

	LEADERSHIP Annual Gift of \$1,000	PHILANTHROPIST Annual Gift of \$500	ADVOCATE Annual Gift of \$250	SUPPORT Annual Gift of \$50
Make an impact and participate in current volunteer opportunities. CLICK HERE to select a volunteer event	✓	✓	✓	✓
Participate on the Engagement Committee (meets monthly)	✓	✓	✓	✓
Receive Women United bi-monthly newsletters	✓	✓	✓	✓
Attend WU events at a discounted rate and participate in exclusive drawing	✓	✓	✓	✓
Join private LinkedIn page to connect with members	✓	✓	✓	✓
Engage in networking and professional development events	✓	✓	✓	✓
Join <i>Red, White & Chocolate</i> Steering Committee (meets monthly Summer to January)	✓	✓	✓	
Join <i>Power of the Purse</i> Steering Committee (meets monthly Fall to June)	✓	✓	✓	
Attend <i>Power of the Purse</i> keynote speaker meet and greet	✓	✓		
Serve on Women United Leadership Council (meets bi-monthly)	✓			



United Way of Central and
Northeastern Connecticut