

10 Reasons to Support United Way



Because there is a **need**. Half of Minnesota children are not prepared for success in school. One-in-four children in Minnesota are uninsured for dental care. On any given night there are 150-200 homeless people in Olmsted County.

Because your gift will **address important needs**. United Way focuses on the most important human care issues of our day. From affordable housing to education to healthcare access to economic stability to crisis support—United Way works to address the challenges facing people in our community.

Because your gift will **deliver results**. Every United Way partner program must demonstrate measurable and lasting results—to ensure that your contributions make the greatest impact possible. It's not about how many kids attend an after school program, it's about how many of those kids stay in school to graduate. It's not about how many people receive meals at a soup kitchen, it's about how many of them no longer need the services because they've become financially stable.

Because your contribution **helps your local community**. United Way researches needs in the community and collaborates with organizations to address those needs.

Because your dollars **leverage more dollars**. Because United Way does such a thorough job of reviewing its funded programs for fiscal accountability and program effectiveness, United Way partner programs are able to leverage many additional dollars from government and other grantors. In 2010 a \$41,000 investment in the Earned Income Tax Credit program returned \$1,360, 259 to 886 clients in Olmsted County.

Because **resources are challenged**. Government funding for health and human services has been declining dramatically in recent years, forcing agencies to eliminate critical programs or close their doors altogether.

Because your donation **does more than fund programs**. It supports other important United Way initiatives. Help is not a four letter word—it's a number. Your gifts to the United Way community fund helps to support 2-1-1, United Way of Olmsted County's gateway to services for people in crisis.

Because **no agency or program can do it alone**. It takes coordination and an entire network of programs to keep our communities strong—and that's what United Way provides. With a deep network of relationships with government, community and business leaders, health and human service experts, volunteers and donors, United Way is uniquely positioned to provide the leadership and resources to get things done.

Because **we all benefit** from United Way. From programs that help our neighbors and even our own families cope in the face of unexpected crisis, to programs that help working families overcome life's challenges and remain financially stable—we have a wealth of community support services that has improved the quality of life in our region. It is up to each of us to protect and sustain it.

Because your gift will **change peoples lives**. We focus on education, income and health; the building blocks for a good quality life: and community basics—the “safety net” for vulnerable members of our community in times of crisis and transition.