

CAMPAIGN MESSAGING 2018

Who is United Way?

We are the problem-solvers, the hand-raisers, and the game-changers. We go after our community's toughest challenges. We develop solutions. And we work with people from all walks of life to turn those solutions into action. It's not easy, but we don't ever give up. We focus on more than just a single issue or community. We fight for the health, education and financial stability of every person, in every community. We are United Way.

Why does United Way do it?

There is **BOLDNESS** in all of us. And when we **LIVE UNITED** we can take on the critical problems in our community. In the right circumstances we can ignite that boldness to pull ourselves up or extend a hand to someone else. By providing people the tools to succeed, we can do more than help one person overcome the odds. Because **BOLDLY** we unite. **UNITED** we fight for individuals in need, and **UNITED** we win for **ALL**. We have one life. To live better we must be **BOLD**, we must **LIVE UNITED**.

How does United Way do it?

We win by living **UNITED**. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises. Together, we involve experts and leaders, practitioners and people from all walks of life into the solution conversation. In every community, we're the stop-talking-start-doing-band-together-and-take-on-impossible-task-masters. No matter the odds, we surround a problem, and we fight to win—with results to show for it.



United Way focuses on the big picture, creating a strategic network of programs meeting specific needs to create lasting social change.

Example: As a core function, United Way coordinates supports that take action to address inequities in our community. The Community Health Worker, part of an innovative partnership between IMAA, Mayo Clinic, and United Way, helps people of diverse backgrounds or underserved communities understand and navigate systems of care.



United Way unites the community across sectors to provide innovative approaches to social change.

Example: The Rochester Community Schools Partnership between Rochester Public Schools and United Way leads to improved student learning, stronger families, and healthier communities. United Way facilitates partnerships in the collective effort through data analysis, evaluation and partner management, ensuring programs and strategies create lasting change by tackling the causes, rather than just the symptoms. Ultimately giving people what they need most, hope and opportunity.



United Way brings together like-minded programs and services to work together around key areas of need.

Why should I LIVE UNITED?

As a community, we are making progress because of donors, volunteers, and advocates like you! But there is more work to do. That's why we set ambitious goals, and hold ourselves accountable. That's why we listen hard, and work hard to engage even more people in even better, bigger solutions across our community. Because change doesn't happen alone. Hope isn't a one-man band. We have one life. To live better we must be **BOLD**, we must **LIVE UNITED**.

Join with United Way and be part of something greater than yourself.
Contact United Way of Olmsted County: (507) 287-2000, www.uwolmsted.org



BE BOLD
LIVE UNITED

