

CAMPAIGN MESSAGING 2021

NOW more than ever, we must LIVE UNITED!

Olmsted County is the vibrant and hard-working place that we call home. But it's not without its problems and we know we have a lot of work to do. The good news is that we're Living United and we're not leaving anyone behind.

Together we're making this a place where all people have a safe and affordable place to call home. Where all kids get a great education that's preparing them for life. Where healthy food is abundant at everyone's table. Individuals are gaining skills to support their family and keep our workforce strong. And when our neighbors need help, we roll up our sleeves and lend a hand.

United we're fighting to make sure every voice is heard and systems are changing for the better. Because we believe in the potential of every person - and when we Live United there's no limit to what's possible.

This is our home. And TOGETHER we're fighting to make sure it's a place where ALL people can thrive. We're BETTER TOGETHER, won't you join us?

Olmsted County - A place where ALL people can thrive.

We're better when we connect and build lasting relationships.
We're better when we listen because listening is the beginning of healing.
We're better when we defend each other and look after those in need.

RESPOND. RECOVER.
REIMAGINE. REBUILD.

Everyone can benefit from working together and United Way of Olmsted County is asking you to join the fight. Because your passion, expertise, and resources will help the fight become a win. A win that's not just a short-term contribution but a long-term and sustainable solution for ALL. Whether that means helping a vulnerable child, working with isolated seniors or anything in between, it's all about building connections and delivering support to the people and communities who need it.

We're rebuilding for BETTER, more EQUITABLE and more RESILIENT communities.

United, we can mobilize people to address difficult local issues, collaborate with a network of partners to solve problems, and give support to community programs that are proven to work. We are part of a network of 1,800 United Ways in 41 countries and territories. But the place that needs you most is right here, in Olmsted County. And we want to inspire ALL of Olmsted County to work TOGETHER to make things BETTER!



United Way focuses on the big picture, creating a strategic network of programs meeting specific needs to create lasting 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 unites the community across sectors to provide innovative approaches to social change.

Example: As a core function, United Way improves systems that unite people with resources to help them reach their full potential. 211 is the most comprehensive source of information on local services in housing, mental health, early education, and more. When someone needs help, 211 connects them to the right resource, right away.



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

PLEASE JOIN US!

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 LIVE UNITED. TAKE ACTION TODAY.**

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

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