



United, we fight to end poverty, one family at a time.

The Main Message: United Way is leading a movement to lift 15,000 Pierce County households out of poverty by 2028, one family at a time.

Reasons to Believe: We help transform lives with poverty cutting programs and services that help residents who are struggling.

1. We connect people to basic needs like food, clothing and shelter
2. We help people improve their financial literacy and get on the path to better paying jobs; and
3. We fund innovative community collaborations like getting food to hungry children and families

What we do to change conditions

- Advance changes in policy that affect the root causes of poverty and lead to systems change
- Engage inclusively across sectors to ensure the best minds in the community work together
- Foster innovative and scalable countywide solutions, one neighborhood at a time
- Ensure a strong safety net that promote self-sufficiency. People just need a hand up, not a hand out

Why are we worthy of your time and investment?

- When you designate your gift to United Way of Pierce County, you're investing in your community
- One donation impacts our ability to help local individuals and families gain self-sufficiency
- We align resources that reduce barriers that are preventing people from succeeding

Example:

- A hungry kid in a house with under-employed parents has a hard time learning.
- Big challenges aren't solved one nonprofit at a time. The key to social change is how we work together.
- The world is full of people and organizations dedicated to helping others. But, thousands of individual efforts don't necessarily add up to widespread progress.
- That's why United Way's approach is so important and so effective. We are on the ground in communities, working with nonprofits, businesses and government to lead collective action that drives results.
- We invite everyone to be part of this change. We don't just change lives. We change what's possible.

Fast Facts

Last year alone...

- United Way invested more than \$6 million back into the Pierce County community
- South Sound 2-1-1 connected 89,214 people to basic needs and services needed to move out of crisis
- Our Center for Strong Families grew to 7 locations to help move 562 people toward financial stability
- 128,490 residents received services ranging from food and shelter to child development support to education and employment services.

Did you know? A monthly gift of \$135 will help move one family out of poverty for a year!

Call to Action: There are many opportunities to give, advocate and volunteer when you join the fight against poverty. [I would love to talk to you more about some of the ways you can get involved.]