



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.

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 support innovative community collaborations such as ensuring hungry children and families are fed

What we do to Change Conditions

- Advance changes in policy that affect the root causes of poverty and lead to systems change
- Inclusive 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 promotes 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. However, 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...

- South Sound 2-1-1 connected 79,000 people to a variety of basic needs and critical services that people need to regain stability.
- Our Center for Strong Families grew to 4 locations helping 562 people get on the path to financial stability
- Hunger-Free Pierce County Collaborative closed the hunger gap further by providing 220,000 meals to 2,330 children at risk of going hungry over the weekend

Call to Action: There are lots of opportunities to give, advocate and volunteer when you join the fight against poverty.