



# WHY UNITED WAY?



## WE BELIEVE...

that every person can move from poverty to possibilities

that by mobilizing the power of community, we can create lasting change

the best solutions for the community come from the community

people in Pierce County should have their basic needs met so that everyone may become self-sufficient

we have a responsibility to ensure all people in Pierce County are free from racial and social inequity

## MISSION CRITICAL GOAL

### WE FIGHT TO END POVERTY, ONE FAMILY AT A TIME

United, we will lift 15,000 households out of poverty by 2028. By addressing the interconnected issues affecting children and families in our community, we are ensuring that individuals gain stability, families are stronger and in turn, our children are more successful in life.

## ADVOCATE FOR CHANGE

### ADVANCE CHANGES IN POLICIES THROUGH ADVOCACY

By working with partner organizations and community experts, including those with lived experience, we can better educate the public about poverty, speak out about the social and economic benefits of reducing poverty and advocate for policies and systems change to achieve a more just society for all.

## COMMUNITY ENGAGEMENT

### TRANSFORM COMMUNITY ENGAGEMENT INTO COMMUNITY-LED ACTION

United Way activates volunteers and cross-sector leaders to raise awareness and funds in an inclusive way that welcomes full community participation and leadership to transform ideas into action.

## COUNTYWIDE SOLUTIONS

### FOSTER INNOVATIVE AND SCALABLE COUNTYWIDE SOLUTIONS

No single organization can accomplish these issues alone. We partner with the community, public, private and non-profit sectors to identify and implement scalable innovative approaches to evolving the service delivery system for people struggling with poverty and replicating best practices through collective approaches.

## STRONG SAFETY NET

### ENSURE A STRONG SAFETY NET THAT PROMOTES SELF-SUFFICIENCY

We are committed to stabilizing families who struggle with poverty, enabling them to progress through a continuum of resources, including basic needs, that lead to self-sufficiency. South Sound 2-1-1 is a critical component of the community safety net.

## MEASURABLE OUTCOMES

### LOCAL RESULTS YOU CAN SEE

We are leading the way in changing conditions by identifying effective programs and securing the funding needed to bring them to scale. Every dollar invested generates maximum results through careful vetting and evaluation of programs. We measure and report community progress to include key indicators and outcomes affecting children and their families.

## JOIN OUR FIGHT

### GIVE | ADVOCATE | VOLUNTEER

Make United Way your investment partner to create a stronger community. When you raise your voice, you add power to the cause to change local conditions. Open your heart —lend your muscle, your mind or your time to make a difference.

**We don't just change lives. We change what's possible!**