



## WHY UNITED WAY?

United Way fights for the education, health and financial stability of every person in Pierce County.

### MISSION CRITICAL GOAL

#### REDUCING POVERTY ONE FAMILY AT A TIME

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

### CATALYST FOR CHANGE

#### PREPARING THE NEXT GENERATION FOR SUCCESS

United Way addresses the interconnected issues affecting children and families in our community. When everyone has the opportunity for a decent life, it helps us all, economically and socially.

### COMPREHENSIVE STRATEGY

#### A SOLID FOUNDATION OF COMMUNITY ENGAGEMENT

United Way engaged with the community over the course of two years to assess community needs and aspirations, resulting in a 10-year goal that reflects the values, needs and interests of Pierce County's residents, businesses and stakeholders.

### COUNTYWIDE SOLUTIONS

#### CROSS-SECTOR COLLABORATION MEANS POWERFUL CHANGE

No single organization can accomplish these issues alone, so in addition to operating and funding effective programs, we serve as a leader, collaborator and educator. Together, our community aligns and leverages the efforts of many organizations and individuals working to solve issues that affect the next generation.

### 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 annually to include key indicators and outcomes affecting children and their families.

### GIVE ADVOCATE VOLUNTEER

Make United Way your investment partner to support the building blocks for a stronger community. When you raise your voice for those who cannot, you add power to the cause to change local conditions. Open your heart and lend your muscle, your mind or your time to make a difference.