

WE DIDN'T COME TOGETHER AS A COMMUNITY. BECAUSE WE WERE ALREADY UNITED.

In 2020, our community was stopped in its tracks by a health and economic crisis no one saw coming. Thanks to the support of people like you, United Way of Southwestern Pennsylvania was able to respond in real time to the desperate needs of families and individuals most severely affected by the pandemic and its economic fallout.

Even as our overall economy slowly recovers, the number of people facing devastating hardship is projected to increase.

- **OVER 1 MILLION JOBS** were lost in Pennsylvania during the peak of the crisis, resulting in a record number of unemployment claims in our region.
- **WHEN SCHOOLS CLOSE** and youth programs are paused, many children are deprived of reliable access to food.
- **AS SMALL BUSINESSES CLOSE**, we're seeing more instances of financial crisis in many of our neighborhoods.
- **WHEN THE STATE MORATORIUM ON EVICTIONS ENDS**, many experts predict a new wave of homeless families in our area.

TOGETHER, WE WERE TESTED. TOGETHER, WE WILL TRIUMPH.

YOUR SUPPORT OF UNITED WAY MAKES IT POSSIBLE.

It's normal to feel overwhelmed by the challenges facing our community. But United Way of Southwestern Pennsylvania makes it easy for you to become a vital part of the solution. We strongly encourage you to donate now and support these highly effective initiatives:

UNITED WAY'S IMPACT FUND

United Way's Impact Fund continues to be the best way to help tackle our community's most critical issues. Impact Fund dollars address day-to-day challenges with the most proven, effective programs. In addition to these programs, support will provide funding for United Way's 2-1-1 hotline which operates 24/7 and connects individuals in moments of crisis with the appropriate resources.

UNITED FOR STRUGGLING FAMILIES

For most financially struggling families, the economic devastation didn't begin with the recent health crisis. Job and wage losses have only increased food insecurity, the threat of homelessness and made it difficult for some to just keep the lights on every month. Your financial support allows United Way the ability to continue connecting families in dire situations with basic needs such as reliable transportation to work and relief for those struggling to stay in their homes.

THE EMERGENCY BASIC NEEDS FUND

United Way's Emergency Basic Need Fund (EBNF) provides direct, short-term assistance for people facing an immediate threat such as utility cut-offs, eviction or hunger. The EBNF provides small, one-time grants so people can get through an emergency situation. Going forward, the EBNF will continue to play a critical role for our most vulnerable neighbors, especially as the community health situation fluctuates and people continue to lose employment.

BE THE CHANGEMAKER OUR COMMUNITY NEEDS.



United Way of Southwestern Pennsylvania

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA



**UNIQUELY POSITIONED TO RESPOND AND
MAKE POSITIVE CHANGE FOR THE FUTURE.**

LOCAL FOCUS/LOCAL IMPACT

United Way of Southwestern Pennsylvania operates in the counties of Allegheny, Butler Westmoreland, Fayette and Armstrong.

We are guided by local leaders in each county who work closely with agencies focused on the specific human needs on a neighborhood-by-neighborhood basis.

STRATEGIC APPROACH/ COLLABORATIVE PARTNERSHIPS

Our response during the recent pandemic would not have been possible without the decades-long relationships we've cultivated with local leaders, corporations, donors, philanthropists and vital human service agencies throughout the region. A highly coordinated data-based approach is imperative to prepare for what comes next and what opportunities exist for real positive change.

ACCOUNTABLE/RESULTS-FOCUSED

Outcome-based action has never been more important than it will be in the coming year. Maximizing impact and responding to community needs drives all our fundraising and strategic decisions. We regularly report our impact and results to our donors and the community at large. That's why United Way of Southwestern Pennsylvania consistently ranks amongst the most financially sound nonprofits in the country.

In a typical year, more than 60,000 donors put their trust in United Way of Southwestern Pennsylvania. But, of course, this is anything but a typical year in the lives of so many families in our community. We need you now more than ever to step up, be there for them during the time of their greatest need, and be a ChangeMaker for our community!

CHANGEMAKERS UNITE

Please give.

