

# WHY UNITED WAY?



## A CONVENER OF OUR COMMUNITY.

Tackling complex, intertwined issues like hunger and lack of equitable opportunities takes more than resources. It takes the know-how and network of individual donors, corporate leaders, nonprofit agencies, volunteers and philanthropists. Only United Way has built the trusted relationships and brings all the stakeholders together to smartly invest your donation where it's proven to make the most impact and move the needle toward a more equitable, healthy, thriving community.

## LOCAL DOLLARS STAY LOCAL

Issues facing our most vulnerable neighbors are never confined to geographic or political borders, but we've found the most effective way to impact local communities is through guidance at the local level by people who know the challenges and opportunities. United Way is proud to serve the counties of Allegheny, Armstrong, Butler, Fayette and Westmoreland. Be assured, your donation directly impacts the lives of people right here where you live and work.



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Pennsylvania | Southwest

## A 24/7/365 LIFELINE FOR FAMILIES IN CRISIS.

If you or someone in your life is overwhelmed by a crisis and don't know where to turn, help is as close as United Way's PA 211. Our highly trained Resource Navigators receive hundreds of requests every day via phone, text or online and help connect people with answers and quality resources in their area. They help untangle the problems that have led to the crisis, and work to find real solutions and help avoid even larger issues.

Now in its second decade of service, PA 211 also provides United Way with a wealth of actionable data that helps forecast growing areas of need and provide insight on how to proactively invest in programs that keep crises from happening in the first place.



United Way of  
Southwestern Pennsylvania

**Make change happen here by donating to United Way's Impact Fund today.**

# CHANGE IS HERE



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## UNITED WAY'S IMPACT FUND MAKES IT POSSIBLE.

By far the most effective and efficient way to make your donation work harder is through United Way's Impact Fund. This gives United Way the ability to create holistic solutions in response to complicated problems. United Way's Impact Fund supercharges your investment and helps provide the most impact possible in three critical areas:



### MEETING BASIC NEEDS

Connecting people at times of crisis to essential needs such as emergency shelter, food and help keeping their utilities on.



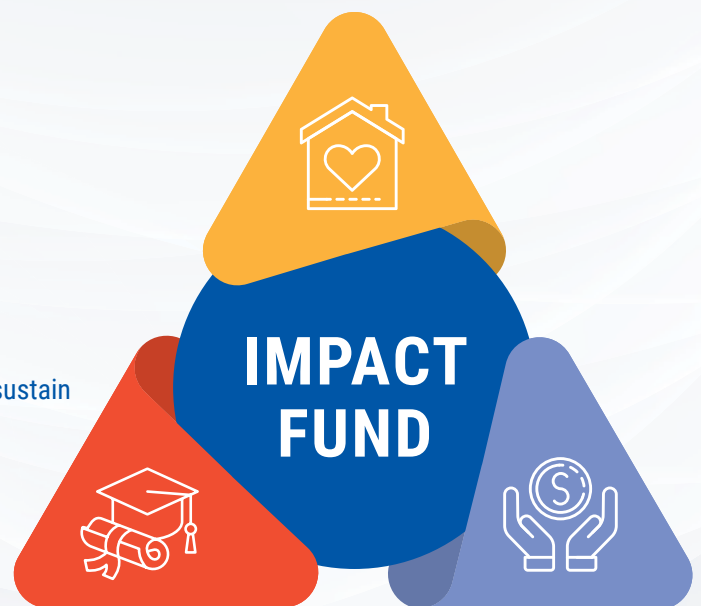
### MOVING TOWARD FINANCIAL STABILITY

Providing resources to overcome short-term instability and practical tools and training to sustain quality of life for themselves and their family.



### BUILDING FOR SUCCESS IN SCHOOL AND LIFE

Helping kids start their educational journey and build foundational skills that will fortify them for school and beyond.



**Because of your support of the United Way,** positive change is happening in the lives of our most vulnerable neighbors. They have greater access to emergency shelter and food during times of crisis. Working people who struggle to make it to the next paycheck are benefiting from job training and resources to improve the quality of life for themselves and their families. And young children begin their academic career better prepared for success in the classroom and life.



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