

# WHY UNITED WAY?



Why give to United Way instead of another nonprofit organization? Here are six reasons why investing in United Way is the most effective way to help the whole community:

## WE ARE LOCAL

We partner with 27 local organizations to support nearly 40 programs and initiatives across the Itasca area, helping our region's most vulnerable people.

## WE ARE CONNECTED

We leverage hundreds of community partnerships to tackle our community's most complex issues.

## WE ARE TRUSTED

We have a proven track record of effectively improving our community since 1963. What's more? Our administrative costs are only 10 percent, far below the 30 percent guideline recommended by the Charities Review Council.

## WE ARE IMPACTFUL

Our panoramic view of community needs allows us to identify gaps and invest your dollars where they are needed most—sometimes even before a problem exists.

## WE ARE EFFECTIVE

We are fiscally responsible and hold our partner agencies accountable for measurable results.

## WE ARE A MULTIPLIER

We turn your \$1 into even greater buying power by leveraging our corporate and community partnerships for even greater impact.

United Way focuses on the building blocks for a good life—education, health, and income stability. Our comprehensive plan attacks poverty on multiple fronts so people in need have the best chance for success. Together, we can help improve thousands of lives. That's the Power of We!



Your gift provides **health care**—diabetic supplies for a month for an uninsured patient. **Just \$5 per week.**



Your gift provides **food & shelter**—food and shelter for 7 nights for a family of four. **Just \$25 per week.**



Your gift provides **income support**—free tax services for hundreds of low-income people. **Just \$10 per week.**

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Please renew or increase your annual United Way of 1000 Lakes gift today!

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