THANK YOU FOR BEING PART OF TEAM LIVE UNITED!

2022 Campaign Co-Chairs
YMCA Legacy Team
Pacesetter Organizations

25 Pacesetters leading the way! Thank you!
WHY UNITED WAY?

Mission: To improve lives and community conditions in measurable and lasting ways.

1. **Local nonprofit** that is a top funder of nonprofit programs
   - Money raised here stays here helping neighbors in need
   - Independent/autonomous at local level - Member of United Way Worldwide/All United Ways total as the largest privately held nonprofit in the world (one local community at a time!)

2. **Lead** an annual fundraising campaign (raised $1.8M last year)

3. **We Help People** (nearly 10,000 last year) by **distributing funds to support** nearly 30 local nonprofit programs, based on
   - Community Need
   - Outcome Measures
   - Alignment with Goals
3 IMPACT AREAS

EDUCATION
Youth have the skills needed to succeed in school and in life.

FINANCIAL STABILITY
Families are financially stable and independent.

HEALTH
Children and adults are physically and mentally healthy.
United Way Funded Nonprofits

BIG IMPACT - Your ONE gift supports 27 Programs at 21 local nonprofit agencies.

- Albrecht Free Clinic
- American Red Cross
- Big Brothers Big Sisters
- Boys & Girls Clubs
- Casa Guadalupe Edu Center
- Catholic Charities
- Easter Seals
- Elevate
- 4C Family Center
- Family Promise
- Family Service
- Friends
- Forward Careers
- Full Shelf Food Pantry
- Interfaith Caregivers
- Kettle Moraine YMCA
- Lakeshore Regional Child Advocacy Center
- NAMI (Nat’l Alliance Mentally Ill)
- Senior Citizens Activities
- The Threshold
- Youth and Family Project
Additional Support

NEW: Mental Health Initiative
• Investing in two new counseling programs for youth through Catholic Charities and Youth and Family Project – identified as top local need focused on underinsured/not insured

2-1-1 Helpline
• Simply call 211 on Phone
• Connecting residents to community programs
• First call referrals with 24/7 trained counselors
2022
Incentives
Give-a-ways!!!

2022 United Way Campaign

DRIVEN TO GIVE
IT’S EASY AS 1-2-3!
Make a weekly pledge for the chance to win one of these great prizes.

- **BRAND NEW CAR!**
  - $3/WK ($156 total)
  - 2022 Toyota Corolla Hybrid
  - Sponsored by Russ Darrow

- **$1,000 VISA GIFT CARD**
  - $2/WK ($104 total)
  - Sponsored by R&R Insurance

- **65” LG 4K SMART TV**
  - $1/WK ($52 total)
  - Sponsored by Bergmann Appliance

**BONUS PRIZE**
YEAR OF DINING - $600 in gift cards to Washington County restaurants

85th Anniversary
United Way of Washington County

Donors will be automatically entered into the drawing for all qualifying categories. See prize details at UnitedWayOfWashingtonCounty.org/DRIVEN
Individual and Corporate Giving Challenge

Any NEW or INCREASED gift of $1,200 or more will be matched dollar-for-dollar by West Bend Mutual Insurance Company.
Story of Impact

- Video - Local Family:
  Finding a Way - United Way of Washington County 2022 Campaign - YouTube

- If you’ve given in the past, THANK YOU! We hope to count on your continued support.
- If you’ve haven’t given, please consider $1, $2, $3 a week donation out of your paycheck/payroll deduction...an efficient way to give and help.
THANK YOU for supporting local neighbors in need!

LIVE UNITED

UnitedWayOfWashingtonCounty.org