

WHAT DOES UNITED WAY DO?

United Way of Southwestern Indiana makes strategic investments in our community with the ultimate goal of improving lives in our community and building a stronger southwestern Indiana. We accomplish this by helping individuals and creating community level change. Our strategies include leading cross-sector collaborations, advocacy for public policy changes, and funding direct services provided by partner agencies and the United Way of Southwestern Indiana.

WHERE DOES UNITED WAY FOCUS?

The building blocks of a quality life are education, financial stability, health, and community essential services; United Way focuses our investments in these strategic areas with the intention that all of our citizens will attain self-sufficiency. We work collaboratively to ensure that children succeed in schools, individuals lead healthy lives, and everyone has the opportunity to achieve financial well-being. Key strategic investments include:

- ! Programs that help to ensure kids are ready to enter school and are reading on the proper grade level. Kids are more likely to graduate from high school if they enter school ready to succeed.
- ! Programs to ensure that children, adults, and families access needed health care services. Poor health contributes to an individual's ability to thrive in school, at work, and at home.
- ! Programs that help to ensure individuals and families have the needed resources that they need to secure affordable housing and a stable income.

WHY IS UNITED WY THE BEST WAY TO MAKE THE BIGGEST DIFFERENCE?

United Way has the scope, expertise and influence to bring together hundreds of human service agencies, government, businesses, private foundations, an dedicated volunteers around a common vision of crating maximum impact and achieving long-lasting results. Supporting the United way is an intelligent investment.

- ! We identify, understand, and prioritize ongoing and emerging needs
- ! We recruit the people and organizations who bring the passion, expertise, and resources needed to get things done
- ! We are trusted by our partners and the community because we ensure transparency, efficiency, and accountability in our work.
- ! We regularly evaluate and assess the effectiveness of the programs that we support, identifying where there is redundancy and opportunities to improve efficiency.

HOW DOES UNITED WAY MAKE INVESTMENTS?

United Way convenes various constituencies to understand the greatest needs in our community and makes strategic investments in programs that support our greatest needs. We rely on more than 70 community and corporate volunteers to determine how funds raised are distributed. Funded programs focus on outcomes that lead to participants' self sufficiency.

United Way's goal is not to serve more people year over year, but to move as many people as we can from dependency to self sufficiency.

Approximately eighteen percent of the funds raised support operations.

WHAT IS AN EXAMPLE OF UNITED WAY AT WORK?

For More information on the United Way of Southwestern Indiana, please visit our website at www.unitedwayswi.org or call Ayana Blair, Director of Resource Development at (812) 437-2593

