



WHAT WE DO TOGETHER TODAY, DETERMINES TOMORROW. NOW MORE THAN EVER, LIVE UNITED.

2020 United Way-SWI Talking Points

2020 THEME: **“What we do together today, determines tomorrow. Now more than ever, Live United.”**

- The coronavirus pandemic, while challenging for many of us, has been devastating for thousands of individuals and nonprofits whom we call neighbors. The underlying issues that challenge local families on daily basis – affordable childcare, financial instability, access to healthcare – have been magnified.
- Although many have donated to the COVID-19 Greater Evansville Crisis Response Fund - of which the United Way was a fiscal sponsor – it does not, and cannot, replace the Annual United Way Campaign in providing vital resources for programs proven to instill lasting change.
- The health and economic crisis continues to linger so long-term community needs are increasing. Unemployment rates remain at record levels and the nonprofits that provide support are accumulating hefty losses from the cancellation of fundraising events. United Way is the best partner to coordinate efforts, convene resources and address these new problems.
- The money raised through the United Way campaign stays in Southwestern Indiana, providing support to 51 local programs and services that help people build better tomorrows – things like financial stability, access to health and school success.
- United Way utilizes nearly 60 local funding volunteers who evaluate programs to ensure your money is invested wisely and making the greatest impact for those who need it.
- **Now, more than ever, we need your help.** You can give kids, families in crisis and those who have no support system a brighter tomorrow.

2019 Impact

- In 2019, United Way helped more than 102,000 individuals through 54 funded programs. Programs that illustrate proven impact – such as helping people gain employment, ensuring children reach important developmental milestones and reducing risky behaviors in teens and adults.