



Why Support United Way of Central

Local Focus: Our long-term goals help people **right here in Central Minnesota**. Locally, food shelf usage has doubled over the past ten years.

More than a Funder: Through the power of partnership and volunteerism, United Way **engages local nonprofits in ways other than funds**. For example, United Way of Central Minnesota partners with the Partner for Student Success effort to connect school-age children and teens in Central Minnesota with community organizations that provide positive out-of-school time options. United Way Volunteer Connection has more than 100 nonprofits listed in a searchable database to find local volunteer opportunities.

Community Connections: It takes coordination and an **entire network of programs** to keep our communities strong—and that's what United Way provides. With a deep network of relationships, United Way is uniquely positioned to provide the leadership and resources to get things done.

Accountable and Efficient: Every United Way partner program must demonstrate **measurable and lasting results**—to ensure that your contributions make the greatest impact possible.

Easy Donation Process: Giving at the workplace brings us together. **It's efficient:** lower fundraising costs mean more money is invested in our community. **It's convenient:** you decide what to contribute and it comes right out of your paycheck a little at a time. Over a year, your monthly payroll deduction adds up to a sizable and meaningful investment in your community.

Everyone: From programs that help **our neighbors and even our own families** cope in the face of unexpected crisis, to programs that help working families overcome life's challenges and remain self-sufficient—we have a wealth of community support services that has improved the quality of life in our region.

Community Goals: More than ever before, United Way is **focused and outcome driven**. The focus is to make a deeper impact on five community issues:

- Homelessness
- Access to food
- Financial stability
- Early learning/literacy
- Quality out of school time

50 Years of Caring.
Together, we create positive change.

United Way of Central Minnesota
unitedwayhelps.org

