

We're glad you asked...



United Way of
West Central Minnesota

Why give to United Way of West Central Minnesota?

United Way (UW) is the most effective way to direct your donations to address community needs. UW believes in tackling our regions most pressing issues under **four impact areas: Education, Income, Basic Needs, and Health.** UW focuses on lasting solutions as we identify the underlying cause of the problem by working with non-profits, governments, businesses, and volunteers. Our mission is to Improve lives by mobilizing the caring power of West Central Minnesota.

What makes United Way different from other non-profits?

United Way is more than "another charity". United Way helps us work together as one community to identify and impact the issues that effect all of us. Most charities have a single cause for which they are seeking support, United Way is focused on our community and changing lives. **All of the money raised for United Way of West Central Minnesota stays in West Central Minnesota. Every donation makes a difference.**



How does United Way invest my gift?

- *By supporting agencies that fall under the four impact areas to provide services that will help people improve their lives.
- *By evaluating agencies yearly to identify lasting impact.
- *By supporting initiatives that nurture young leaders such as ADVANCE in community volunteerism and giving.
- *By supporting early child hood programs through EMPOWER and Imagination Library.
- *By supporting a volunteer center linking people or non-profit agencies in need of volunteers.
- *By supporting a Gift in Kind program for people starting over due to domestic abuse, fire or other unfortunate situations to have a place to go and receive basic household needs.
- *By supporting school supplies drives for kids who may not have the resources to get what they need each fall.

How does United Way establish its focus on Community issues?

United Way staff and board members are at the table when key issues are discussed facing our communities. Each year a trained board of volunteers review the management and effectiveness of programs we partner with and use this information to determine funding levels. The information gathered from the review process is focused on results in the four impact area. They also look for programs that demonstrate lasting change in people's lives, are responsive to changing community needs: efficient, effective and accountable programs.

Our Pledge:

United Way of West Central Minnesota takes the business of managing your donation very seriously and our performance exceeds Charities Review Council guidelines. United Way invests your gift wisely and locally to get meaningful results where you live and work.

For more information go to www.liveunitedwcm.org

LIVE UNITED

