



# TALKING ABOUT UNITED WAY

## Key Messages

Last updated November 2024.



# THIS PRESENTATION WILL HELP YOU:

Understand how United Way serves our community.

Learn how you can become involved.





# DOES ANYONE HERE KNOW ANYONE WHO...

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- Wasn't sure they could afford groceries? That's food insecurity.
- Was worried about affording housing and having enough for rent and utilities? Or couldn't afford health care or child care?
- Has had difficulty finding a job that pays enough to pay the bills?
- **These are all human service issues. That's what we invest in at United Way.**

# HOW CAN YOU MAKE A DIFFERENCE?

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- Do you ever wish there was something you could do, some way you could engage, to lend a hand to neighbors who can't seem to get ahead no matter how hard they work?
- United Way has a robust volunteer engagement program that connects nearly 6,000 people to pack meal kits, books for kids and school supplies every year.

# WHICH AGENCIES? UNITED WAY CAN HELP.

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- Do you wish you knew which agencies were doing the best work to help people in need in our community, so that you were confident that your donations would make a difference?
- When you give to United Way, without restrictions, we make sure your contributions go to agencies who are skilled in meeting community needs.
- United Way has staff experts who work with nonprofits and community leaders and know which agencies are doing truly excellent work and making a difference.

# WHERE CAN YOU FIND LIKEMINDED PEOPLE?

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- Last question: Have you ever wondered how you could find other people who care about this community as much as you do, so that you could meet them, learn about what they do and connect with people who share your values?
- United Way organizes leadership donor events year-round that bring people together from the for-profit, nonprofit and public service sectors to socialize, network and give back.
- **No other organization does all of these things. We are excited today to talk with you about how, by giving to United Way, you can partner with us in making this community better for everyone.**

# UNITED WAY'S SUPERPOWERS.

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## The three Cs:

**Connector**, bringing people together to volunteer, engage, donate and contribute their knowledge and life experience.

**Convenor**, gathering community experts and affected populations to think through issues, plan, innovate and act together.

**Catalyst**, encouraging community-wide investment in effective solutions with the greatest potential to help people thrive.



*Attribution - Photo descriptor*

# WHAT DOES UNITED WAY DO?

We invest. We solve problems. We inspire people to give. We are a hub of volunteering and engagement. We are experts in community needs. And we are a lifeline for people who need assistance.



# MAKE AN IMPACT WITH UNITED WAY

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When you give to United Way, without restrictions on which agencies or causes benefit, you help families and individuals with:



## MEETING

basic needs such as food and shelter



## MOVING

families and individuals to financial stability



## BUILDING

for success in school and life

You also support United Way's PA 211 Southwest.

Our 24/7 helpline, which last year fielded more than a 507,000 requests for assistance.

# HOW DO WE DO THIS?

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## WE INVEST \$31 MILLION+ ANNUALLY.

### Our investment priorities are:

- Meeting basic needs so families and individuals can thrive.
- Moving people to financial stability and independence.
- Helping young people build the skills to succeed in school and in life.

## OUR SUPERPOWERS!

- **We are the glue**, connecting businesses, individuals, nonprofits and government to do more together than on our own.
- **We solve problems** by convening experts and affected communities, asking what beyond money helps communities thrive.
- **We inspire others to give**. With nearly 100 years of expertise, we have the trust of companies and individual donors.

# WHAT TRULY SETS UNITED WAY APART?

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## VOLUNTEER & ENGAGE

A hub of volunteering and engagement. 6,000+ volunteers each year pitch in, helping agencies and seeing needs first-hand.

## 211 HELPLINE

PA 211 Southwest Helpline connects 507,000 people annually to vital human services. Answered 24/7/365.

## COLLABORATION

Our special projects mobilize nonprofits, businesses, government and volunteers to act to create change together.

# HOW DO WE CONVENE AND COLLABORATE?

## COMMUNITY CHANGE COLLABORATIVES

United Way convenes public, private, nonprofit, foundation and community-based experts to fund:

- Free Tax Prep.
- Community Food Solutions.
- Digital Inclusion.
- College Emergency Financial Assistance.
- Welcome Back Summer.
- Guaranteed Basic Income Pilot Program

## COMMUNITY PARTNERSHIPS

United Way partners with public, private, nonprofit, government, foundations and education, providing insight and input:

- Westmoreland Housing Advisory Board.
- Gun Violence Prevention.
- Western Pennsylvania Early Literacy Team.
- Alliance for Access and Assets: Building Financial Power Together.



# WHEN YOU GIVE, YOUR GIFT STAYS LOCAL.

We invest in five counties: Allegheny, Armstrong, Butler, Fayette and Westmoreland.

Issues such as access to safe and affordable housing and high-quality education are never confined to geographic or political borders, but guidance by people who know the local challenges and opportunities matters.

Our staff experts live and work in the five counties we serve, understand the issues and work with donors, volunteers and partner agencies to collaborate and act together.

Our local operating boards are comprised of residents who provide expertise and insight, particularly in Armstrong, Butler, Fayette and Westmoreland counties.

# DATA DRIVES OUR DECISIONS: ABOUT 211 AND ALICE.

## WHAT HAPPENS IN 211 CONTACTS?

- 400 calls daily answered by resource navigators who connect people to thousands of local resources.
- Contacts are logged so resource navigators can follow up and offer additional resources.
- Shared in real time at [pa.211counts.org](http://pa.211counts.org).
- Data searchable by county, ZIP, legislative district and helps us predict needs.

## ALICE: 41% OF OUR REGION.

- **Asset Limited, Income Constrained, Employed:** considers cost of housing, transportation, child care, health care and basic technology.
- Federal Poverty Level: \$2,600/month. ALICE/Allegheny County is \$8,054/month\*.
- ALICE workers are service employees, receptionists, caregivers and seasonal workers who do not earn enough to afford the basics, may encounter the “benefits cliff.”

\*includes child care for two small children.



# HOW TO GET INVOLVED?

United Way donor groups.

# NEXT GEN AMBASSADORS: CONNECT WITH OTHERS AND MAKE AN IMPACT.

Next Gen Ambassador Circle was created for young professionals (35 and under) to have opportunities to engage, network and volunteer. You'll connect with likeminded individuals from diverse backgrounds who care about making a difference for generations to come.

You'll learn, donate and volunteer together to support individuals, families and children meet basic needs, move to financial stability and build for success in school and life, all while having fun and pursuing your passions!



Silver Level

\$120 (\$10/month)



Gold Level

\$240 (\$20/month)



# BRIDGES SOCIETY: THE FIRST STEP IN YOUR PHILANTHROPIC JOURNEY.

Give \$1,000 or more annually and join fellow change seekers. You lead by example and inspire others.

Bridges Society unites generous donors who are dedicated to this community. This dynamic and diverse group of nearly 3,000 individuals participate in engaging volunteer activities, develop leadership skills and network with other like-minded professionals as well as C-suite business leaders.



Heinz Level

\$5,000-\$9,999



Rooney Level

\$2,500-\$4,999



Keystone Level

\$1,000-\$2,499

# TOCQUEVILLE SOCIETY: OUR MOST INFLUENTIAL AND GENEROUS DONORS.

Comprised of the region's most influential business and civic leaders, the Tocqueville Society helps establish our agenda for the future and inspire others.

Join the ranks of generations of our community's most philanthropic leaders through Tocqueville Society.



Ordre de Liberté

\$25,000+



Le Champion

\$15,000 - \$24,999



Membres  
de la Société

\$10,000 - \$14,999

# JOIN WOMEN UNITED.

Giving as part of Bridges or Tocqueville society gives you access to Women United and is an investment in your values.

You'll learn, network and volunteer with other women. When women are connected, empowered and inspired, we are unbreakable and unbeatable.

**We are Women United.**



Women United is a powerful philanthropic collective that brings women together to give, volunteer and advocate around United Way's investment priorities--meeting basic needs, moving to financial stability and building for success in school and life. These priorities disproportionately impact women, particularly women of color, and children.



# HOW CAN WE HELP YOU BECOME INVOLVED?





# CALL TO ACTION SLIDE HERE

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- What do we want this group to do next?
- Who should they contact?
- Any other critical details?

