

TOP 10 REASONS TO GIVE TO UNITED WAY

1 **Because the need is enormous.** In 2005, 7 out of 10 children were not ready to learn when they started school. 50% of children in Weld County receive free or reduced lunch. The typical family spends 24% of its income on daycare – for just one child.

2 **Because resources are scarce.** Government funding for health and human services continues to decline with a challenging economy, forcing agencies to eliminate critical programs. Last year, United Way of Weld County received requests for funding \$1.1 million more than the amount available.

3 **Because your gift will deliver results.** Every United Way partner program must demonstrate measurable and lasting results – to ensure your contributions make the greatest impact possible.

4 **Because your donation does more than fund agency programs.** The United Way Champions Program is a collaborative approach involving four agencies and United Way. Communication, shared goals and expertise assure the most people are helped and families move toward greater self sufficiency

5 **Because your contribution helps your local community.** United Way of Weld County researches needs in the community to fund the local programs and services, here in your neighborhoods.

6 **Because your dollars leverage more dollars.** United Way funding is like a “Good Housekeeping Seal” of approval for health and human services agencies. Because United Way does such a thorough job of reviewing funded programs and services for fiscal accountability and program effectiveness, United Way partner programs are able to leverage additional dollars from other funders. The United Way VISTA (Volunteers in Service to America) project is an example of \$50,000 turned into a value of over \$300,000.

7 **Because no agency or program can do it alone.** 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 with government, community and business leaders, health and human service experts, volunteers and donors, United Way is uniquely positioned to provide the leadership and resources to get things done.

8 **Because your gift will addresses the greatest needs** United Way focuses on the most important human care issues of our day. From early childhood education to youth success. From access to services to economic self sufficiency and crisis support. Everyday United Way is working to improve these challenges.

9 **Because your gift will change people’s lives.** Your contribution helps change lives – whatever their walk of life. Together we can achieve more. Your friends, neighbors, co-workers and families are helped by your United Way. One out of four Weld County residents are touched by a United Way of Weld County program or service.

10 **Because we all benefit from United Way.** A strong community creates a wealth of community support services that improves the quality of life. It is up to each of us to protect and sustain it.