

UNITED WAY OF GREATER ST. LOUIS

KEY MESSAGES FOR SPEAKERS

Here are some key messages to help you explain United Way, the safety net and our impact on the community during your presentation.

GENERAL UNITED WAY

- United Way of Greater St. Louis' mission is to help people live their best possible lives.
- United Way supports more than 160 local nonprofits throughout the St. Louis region, making our community a better and stronger place for all of us to live.
- Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community as a whole, including:
 - Immediate basic needs such as food, shelter and transportation
 - Long-term support such as youth programming, education, job training, and counseling
- 1 million people in our area are helped each year by United Way supported agencies—that's 1 in 3 people in 16 counties throughout Illinois and Missouri.
- Racial equity remains at the forefront of United Way's efforts. Creating a safe and healthy home for everyone in our community is central to its work.
- United Way partners with programs and agencies that create equitable conditions and opportunities across our region.
- A donation to United Way is a donation to the entire St. Louis region. Your generosity will help those in critical need and help establish a better foundation for thousands of families for the future.
- United Way manages the region's largest volunteer center to help connect nonprofits and people who want to make a difference
- United Way also manages the region's 2-1-1 Helpline, a free, 24-7 confidential resource for anyone looking to get connected to programs and tools for things like housing, food, childcare, senior services, job training and more.

THE SAFETY NET

- United Way provides vital funding to a safety net of local nonprofits that address so many needs in our community.
- The annual campaign raises money for United Way to support the safety net throughout the year.
- Many nonprofits have faced cancelled fundraisers and program interruptions this year due to COVID-19.
- The need is perhaps the greatest in our lifetime. The impacts of COVID-19 have created new needs for some and only exacerbated needs for others.
- Support from United Way's campaign helps build a strong foundation for the safety net to help families and communities sustain and recover from crises.
- Every gift matters.

