



UNITED WAY
Greater New Haven

**UNITED IS
THE WAY**

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Today, so many of our neighbors are working hard to overcome barriers to build a life where they can thrive. No matter the challenges our community faces, we can make a bigger impact together than alone. United is the Way we come together in times of need - it's the way we tackle complex problems like poverty, hunger, and homelessness. It only takes one individual to make a difference, but when many people come together with hope and determination, we can shape a brighter tomorrow for us all.

Working together, we can reach a future where everyone thrives. United is the Way.

Make your gift today and be a force for good.

UNITED IS THE WAY to Healthy Food & Stable Housing

- Together, we are building a community where everyone has access to nourishing food and a place to call home.
- The increased price of food has put a strain on families who were already barely making ends meet. We want to live in communities where all our neighbors have enough to eat. We are committed to tackling the root causes of food insecurity while increasing access to nutritious food.
- United Way is working to make healthy food more readily available for our neighbors who need it. Each year, we feed tens of thousands of children and adults through food distributions, pop-up pantries, summer meals for kids, serving prepared meals, and more.
- United Way works to connect people to stable, affordable housing by streamlining the process for families and individuals to access assistance, using flexible funding to keep people from losing their housing, and working with families and individuals experiencing a housing crisis to connect them to the right resources and stay connected with them until they are able to find stable housing.

UNITED IS THE WAY to Thriving Children

- Together, we are making sure every child has the tools and support to learn, grow, and thrive.
- United Way provides holistic early child care and education, promotes children's healthy development, expands access to summer enrichment programs, encourages a love of reading, gets books and school supplies to students, and supports literacy and math skills. From babies through teens, we believe in helping kids learn, grow, and thrive!
- Through a broad range of interventions and supports, we focus on improving the quality of children's learning opportunities and expanding access so that more children can benefit. United Way works to help ensure every child has the stability, resources, and network of relationships that allow them to develop to their full potential.

UNITED IS THE WAY to Financial Security

- Together, we are helping our neighbors build strong financial foundations for long-term success.
- Every family can build a better life when they have a strong financial foundation. We help people develop career skills, offer free tax preparation, and provide financial education and coaching so that people can make, keep, and grow the resources to achieve their goals.

Tag us on social media!

- LinkedIn, Instagram, Facebook @unitedwayofgreaternewhaven
- X.com, TikTok @uwgnh
- Use hashtag #UnitedistheWay

Additional Key Messaging:

- Together, United Way donors are improving access to education, food, stable housing, and financial security so that all can thrive.
- 42% of households in Greater New Haven don't make enough money to afford basic necessities like food, rent, and childcare. In the City of New Haven, it's even more pronounced, with almost 60% of all households struggling to make ends meet.
- For over 100 years, United Way of Greater New Haven has united neighbors to act on our deepest shared values and tackle the challenges that no one person or organization can address alone.
- With our deep roots in the community, generous donors, dedicated volunteers, and local partners, we bring in new voices and drive solutions in our community.
- We design effective solutions to complex community needs. We listen actively to community members, gather data about the challenges and opportunities in our region, learn from other organizations and communities, and then craft solutions that combine evidence-based methods with innovative approaches.
- Because of the broad scope of our work across multiple sectors, we can make connections and innovate new collaborative solutions that lead to greater impact.
- Donate today and lead the way to help our neighbors access healthy food, stable housing, childcare and education, and the resources to build financial security.