



United Way
of Central Virginia

UNITED

WE ARE MAKING A DIFFERENCE

United Way of Central Virginia *Brand Positioning and Messaging*

The United Way of Central Virginia's (UWCV) purpose is to improve the quality of life for our neighbors in need by identifying the region's most critical challenges, and deploying resources to achieve positive, sustainable community change. Each year, the programs UWCV funds through its partner agencies touch the lives of over 60,000 people in Central Virginia: Amherst, Appomattox, Bedford, Campbell and Lynchburg. That's over one quarter of the entire population benefitting from the generosity of our donors and the work of our partner agencies. We believe in the vision of a thriving community where everyone has the opportunity to realize their full human potential and attain self-sufficiency.

How Will We Accomplish This?

1. We will be successful by directing our efforts toward four critical focus areas that define a strong community:

Health

- UWCV advances health and wellness by improving health care accessibility for individuals of all ages.

Education

- UWCV ensures every child gets a strong start in life and has the opportunity to stay on track to become a contributing member of society.

Financial Stability

- UWCV helps stabilize families through programs that reduce poverty, increase job opportunities and develop life skills.

Basic Human Needs

- UWCV ensures every member of our community has the essentials that every human needs like water, shelter, food and safety.

The Way To Self-Sufficiency

No single path will get us there. These focus areas are interrelated and compound one another (e.g, we cannot fix poverty without education, health without basic human needs, etc.).

2. We will be successful by continuing to partner with those not-for-profit (NFP) organizations in this region that have the talent and skills to positively address the community's biggest challenges. By doing this, we can assure our donors that we will direct resources to, and partner with, the region's most capable NFPs that have the greatest positive impact on the community.
3. We will be successful by serving as a catalyst to reduce fragmentation and duplication among area not-for-profits, and will direct our funding towards organizations that coordinate and collaborate with one another.
4. We will be successful by accessing the collective impact of the community's support – your support. Central Virginia has a long, proud history of taking care of its own. We know each other by name -- our neighbors, business leaders, teachers, community leaders. We have proven time and time again that where there is a cause we believe in, we will garner the resources to achieve great things.

There is no more noble or compelling cause than one focused on improving the quality of life for those in need. Please join the effort to elevate our community by supporting the UWCV and the agencies and programs we service.

Why Give to the United Way?

- The **need** is enormous. Nearly half the households in Central Virginia are not able to make ends meet economically. More than one-in-six children are identified as “food insecure” and may not know if or when they will eat again. Any of us could face an unanticipated hardship in our lives, and the United Way is proud to serve those in need.
- We have a longstanding **history** of being an integral part of Central Virginia. For over 95 years, United Way of Central Virginia has been here, working with you to improve people's lives. We want all of our neighbors to enjoy the quality of life that comes from a caring community.
- Our strategies are derived from a **data-driven** understanding of community needs.
- We are able to leverage the **collective impact** of the community. Your donations, combined with those of thousands of others, have a greater impact on the community than any of us could achieve alone.
- **Allocations** to partner agencies are determined through the work of a volunteer committee of community representatives to ensure a fair and unbiased outcome.
- Our **Corporate Keystone Partners** generously support our strategies and offset our fundraising expenses, allowing 100% of your donation to go directly toward supporting critical community programs.
- Your donations will remain **local**, benefiting the residents of Central Virginia.
- We are **results-oriented**. Funding is based on program outcomes. While addressing today's needs, we also work to reduce tomorrow's.