



10 REASONS TO SUPPORT THE UNITED WAY OF SENECA COUNTY

THE NEED IS ENORMOUS. The rate of poverty in Seneca County is 12%. Between 2001- 2013, the county had a 29% increase in the rate of residents receiving temporary assistance, compared to 8% for the region. And, the number of students participating in the free and reduce-lunch program has increased steadily over the last four years. One in four Seneca County residents are served by the United Way.

RESOURCES ARE SCARCE. Government funding for health and human services is declining, forcing agencies to scale back or eliminate critical programs even as the needs continue to grow in this tough economy.

WE ARE LOCAL. The money you donate to United Way of Seneca County supports **LOCAL** programs and agencies. Dollars raised in your community stay in your community to help build a better place for all of us to live and work. This is truly neighbor helping neighbor.

WE ARE PROGRESSIVE. United Way is forward-thinking, embracing new initiatives and forms of engagement to service more people. And our initiatives are timely and relevant: From the Volunteer Income Tax Assistance program to Systems of Care to our Substance Abuse Coalition, we are a change leader.

EVALUATION IS AT THE CORE OF OUR RESULTS. United Way holds agency partners accountable for producing measurable results against targeted outcomes. A competitive review process and measurable program outcomes (assessed by community volunteers) demonstrate United Way's community- wide results.

WE OPTIMIZE YOUR REACH AND YOUR IMPACT.

Think: $1 + 1 = 3$. United Way collaborates with the best agencies and best people to maximize your gift's impact.

WE COLLABORATE. We bring together local community leaders, organizations, agencies and professionals to create a team that understands our community's needs first hand. Volunteers drive initiatives which make our community a great place to live, work, and raise a family.

WE ADDRESS THE GREATEST NEEDS. United Way focuses on the critical health and human service issues of our day. From elder care to after-school learning to job training to crisis support – United Way works to address the greatest, most immediate challenges facing people in our community.

WE HAVE LOTS OF SUPPORT. Annually, hundreds of your neighbors, coworkers, friends, and businesses trust the United Way of Seneca County with their charitable dollars.

WE ALL BENEFIT FROM UNITED WAY. From programs that help our neighbors and even our own families cope in the face of unexpected crisis, to programs that help working families overcome life's challenges and remain self-sufficient – we support a wealth of community services that has improved the quality of life in our region. It is up to each of us to protect and sustain it.



