

# 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.



Campaign Chairs Bob & Mary Ellen Kernan hope you will consider supporting this year's campaign.

