



# 2022 KEY TALKING POINTS

**Change doesn't happen alone.  
Hope isn't a one-man band.  
We have one life.  
To live better, we must LIVE UNITED.**

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.**

Mission - Improving Lives. Inspiring Donors. Uniting Community.

Vision - To be the preferred organization investing in education, basic needs, and health in our community.

## **Strategic Guidelines**

**Education:** Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.

**Basic Needs:** Reduce the long term need for food, housing, and utility assistance through life skills education and financial counseling.

**Health:** Support prevention services so youth and adults are healthy and avoid risky behaviors.

## **Our Work**

United Way fights to improve the education, basic needs, and health of every person in our community.

Over 40 United Way volunteers analyze the needs of the community, making sure your gift goes where the needs are the greatest in Whitfield & Murray counties.

In 2021, United Way touched the lives of over 47,134 people right here in our community.

United Way has a local board of directors, who envision a community where every person belongs and every person thrives. It's amazing what can happen with the Power of Community.

United Way isn't about short-term charity, it's about lasting change. We look at the big picture: what resources are lacking – down to food, shelter and health needs – and how we can address that so that everyone in our community has the tools to be successful. Simply stated - United Way connects people in need with people who can help!

We all win when a child succeeds in school, when families' basic needs are met, and when people make healthy choices.

It takes everyone working together to create a better community.

We invite you to join us! #DoSomethingAboutIt



United Way  
of Northwest Georgia