

# key messages

The work of United Way of Northwest Georgia is as diverse and multifaced as the communities we serve. Use these key messages to connect more people to United Way and our mission.

## why we're here

12% of households across Whitfield and Murray counties are living on incomes below the federal poverty threshold, and 47% of households are working hard but can't afford the basic necessities of life. [And that's not okay.](#) United Way unites donors, volunteers, and community partners to help our neighbors land on their feet—and stay there.

# our approach

## Integrated services, lasting results

With your support, United Way mobilizes our community into action so all can thrive.

### healthy community

Keeping people healthy and able to pursue their goals is a community effort. At United Way, we help people overcome barriers to good health by improving access to nutritious food and quality health education and services, including preventative care, child and maternal health, mental health support, and more.

### youth opportunity

United Way helps children get a good start, and helps youth reach their full potential by removing barriers to success. We advance what works, including early childhood education, literacy development, enrichment opportunities like afterschool and summer programs, college and career readiness, and family engagement, fostering a future where every young person can realize their dreams.

### community resiliency

Every community deserves the opportunity to prosper. United Way works with our neighbors to build resilient communities that are ready for any challenge. Through initiatives in disaster preparedness, and crisis response, we are strengthening the foundations of communities for a more sustainable and secure future.

### financial security

United Way supports our neighbors with essential needs like housing, utilities, transportation, and more. Everyone deserves the opportunity to earn a living that can sustain a family and creates lasting stability. United Way helps hard-working families make ends meet while connecting them with education and financial tools to create a better future for themselves and their loved ones.

# the difference your support makes

Last year, community generosity made these results possible:

**more than 48,000**

people connected to services that improved their lives

**1,152**

individuals gained access to essential healthcare services

**5,440**

youth who received job skills training

**10,742**

neighbors received food assistance

**1,239**

children in K-3 received literacy support to achieve grade-level reading by 3rd grade

**30,177**

safe shelter nights provided for individuals experiencing domestic violence

get involved:



**united way connects  
people to possibility.**

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**UNITED WAY**  
Northwest Georgia