

# HOW UNITED WAY WORKS

The Mission of the United Way System: To improve lives by mobilizing the caring power of communities.

To achieve this mission, we strategically engage and build relationships with diverse community stakeholders, contributors and partners to...



We can accomplish this only by aligning United Way activities, resources and functions to:

- Achieve community impact
- Mobilize resources
- Create a positive brand experience

# WHAT UNITED WAY DOES

## Advancing the Common Good by Creating Opportunities for a Good Life for All

### EDUCATION

Helping Children and Youth  
Achieve Their Potential

- Access to Quality Child Care

### INCOME

Promoting Financial Stability  
and Independence

- Shelter/Housing Initiative
- County-wide Food Network
- Aging in Place

### HEALTH

Improving the Health of  
Adults and Children

- Access to Health/Dental Care

Community and Volunteer Engagement

Inclusion

Community Investment

2-1-1

Partnerships

Public Policy

Resource Generation

Donor Relationships

**HOW UNITED WAY WORKS—THE STANDARDS OF EXCELLENCE**