

2021 Campaign:

#UnitedForEquity



WHO WE ARE



- An independent, 501(c)(3) nonprofit, rooted in **anti-racist, anti-poverty** principles.
- **Connects people, resources, and organizations** together to create a thriving community for everyone.
- Provides **real-time responses and solutions to critical needs and emerging problems** that one human service agency cannot solve on its own.
- Dedicated to supporting all in Washtenaw county, no matter their stage in life - Early Childhood, School-Aged Youth, Health & Nutrition, Housing & Homelessness, Older Adults, Financial Stability.
- **Provider of direct programs and services** such as...



POVERTY, RACISM, AND TRAUMA

Poverty, Racism, and Trauma are the three root causes that limit people's opportunities in Washtenaw County. These are interconnected and mutually reinforcing systemic factors that shape the world we see today.

POVERTY, RACISM, AND TRAUMA CONT.

Poverty

- Home to the most educated city in America, 12% of Washtenaw County people live below the poverty level and an additional 19% struggle to meet their basic needs, meaning **31% of residents in our community are living in poverty or struggling to meet basic needs.**
 - The United Way is fighting poverty by bringing people, resources, and organizations together to ensure everyone, regardless of their income, has the opportunity to reach their full potential.
 - **Our fight isn't over until poverty is no longer a reality for people.**

Racism

- We recognize **structural racism** and other forms of oppression have **contributed to persistent disparities in the education, financial wellbeing, and health** of Washtenaw County people which United Way seeks to dismantle.
 - Where we see racism and racialized outcomes, we will invest in community-created solutions, advocate for changes in policy and educate community members to advance equity and combat systemic racism.

POVERTY, RACISM, AND TRAUMA CONT.

Trauma

- Whether from adverse childhood experiences, or one-time events, **trauma has a cumulative, negative, and lasting impact on people's health and wellbeing.**
 - Trauma cuts across race, ethnicity, and socio-economic status.
 - Although trauma can occur at any age, it has particularly debilitating long-term effects on a child's developing brain.
- United Way is fighting trauma by investing in solutions that protect people from experiencing trauma, and ensure that community support is in place when trauma does occur.

indigenous peoples homeless lesbian veteran black
white brown queer refugee elder immigrant
#UNITEDFOREQUITY
bisexual gay arab pacific islander poor multiracial
latino asian person of color transgender incarcerated

HOW CAN YOU MAKE A DIFFERENCE?

- This year's campaign theme is **#UnitedForEquity.**
- By giving to the United Way, **you're giving YOUR friends, family, and neighbors in YOUR community the chance to build a better life.**

- By investing in United Way, you are...
 - Investing in **upstream** solutions that attend to the root cause of preventable social problems.
 - *e.g. early childhood programs (Head Start, Washtenaw Child Advocacy Center, Parents as Teachers) that prevent trauma or mitigate the impacts of adverse childhood experiences.*
 - Attending to the **downstream** impacts of racism, poverty, and trauma.
 - *e.g. supportive services for citizens returning home from incarceration, healthcare services for people experiencing poverty, housing solutions for people who are experiencing homelessness.*
 - **Investing in YOUR community.**
- The United Way of Washtenaw County fights for your neighbors, your friends, and your family.
- Join the fight by giving to the United Way, today!



ALICE PROJECT

- ***Across Washtenaw County, over 43,000, or 31% percent of households, struggle to afford the basic necessities of housing, child care, food, technology, health care, and transportation.****
 - *This is not just a problem in Washtenaw County, **this is a systemic issue across our state.***
- *That's why United Ways across Michigan, with help from the Consumers Energy Foundation, have come together to bring you the **ALICE Project.***
- *The acronym ALICE represents those in our communities who are working yet still struggling to make ends meet.*

ALICE stands for those who are...

A - Asset

L - Limited

I - Income

C - Constrained

E - Employed



- For those in this group, the pandemic has only compounded the problems that they experienced before.
- United Way is investing in solutions to mitigate and disrupt the impacts of poverty, racism, and trauma; three forces that limit people's opportunities in Washtenaw County.
- **Give today and together we can create equitable solutions for maximum community impact.**

**Data from 2019 ALICE Report. View report [here](#).*