

# UNITE

## TO STRENGTHEN EVERYONE'S TOMORROW



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

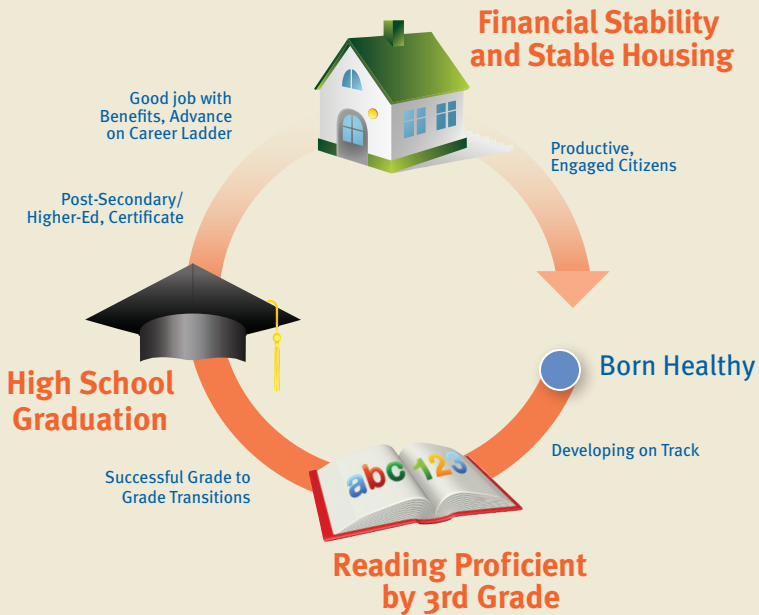


**United Way  
of Massachusetts Bay  
and Merrimack Valley**

# A common vision for the common good.

Everything we do follows an interconnected, strategic continuum of milestones in every person's life. Each is directly linked to the economic vitality and quality of life in our region.

## OUR ECONOMIC INDICATORS



### Why these indicators matter to our economy:

- Every dollar spent on quality early childhood programs and interventions saves \$14-17 later on.
- Third grade reading proficiency is a key predictor of high school graduation.
- Preventing just 1,000 from dropping out each year adds \$15 million in earnings to the Massachusetts economy.

# CHANGE CAN ONLY HAPPEN IF WE ALL JOIN TOGETHER.



That's what United Way is all about. We're where the community comes together to help our region's children, youth and families in ways that create a brighter future for all.

No other organization has the scope and expertise to unite hundreds of partner agencies with businesses, community

organizations, government, volunteers and private foundations around a common vision for the common good. Our funded agencies include many of the most familiar names at work right now in your community.

The result? Your gift of time, talent, money or activism does more than it ever could through any single cause, charity or agency. You have more impact. Create more long-term social change. Empower struggling communities to thrive. All while directly impacting the lives of thousands of children, youth and families in your own local area.

**LIVE UNITED** to create a stronger future for all.

# Let's help our region's children, youth and families as though our economic vitality depended on it.

**6,500**  
3rd graders are not reading proficiently

Give to ensure that **CHILDREN** are ready to learn and succeed before they even enter kindergarten. Your gift will:

Enable 33,000 to attend high quality early education and care programs.

Screen 14,500 for developmental delays that would otherwise go undetected.

Ensure 39,000 *Thrive in 5* through this ground-breaking school-readiness partnership with the City of Boston.

**9,100**  
students will not graduate on time

Volunteer so that **YOUTH** stay on track and graduate ready to compete. Your support will:

Ensure that 198,000 are enrolled in high-quality after school programs.

Match 7,150 with mentors.

Support 21,500 with academic help.

Inspire 1,300 to love math and science through our Math, Science and Technology Initiative, MSTi.

**521,000**  
families cannot  
make ends meet

Advocate to help **FAMILIES**  
gain financial stability and  
become self-supporting.  
Join us to:

Prevent 10,000 families  
from becoming homeless.

Help 15,000 people acquire  
basic job and financial skills.

Enable 5,500 to gain  
employment in a tough  
market.

Answer more than 28,000  
calls for help through  
Mass 2-1-1.

## Innovative programs that are making a difference.



### Increasing Literacy

United Way is driving powerful collaborations between public schools, government agencies, early care and education, and after school and summer programs to achieve outstanding results. For example, 85% of the children participating in our Summer Literacy Collaborative avoided typical summer learning loss with 72% maintaining or increasing reading skills.



### Fostering Young Social Entrepreneurs

United Way's Youth Venture matches at-risk teens with United Way Emerging Leader volunteers from leading companies to create projects that bring their communities together. This year, more than 30 youth/volunteer teams developed and implemented business plans for projects ranging from awareness campaigns to fashion shows.



### Economic Empowerment for Struggling Families

Financial Stability Centers offer a one-stop, connected continuum of financial education, services and supports that give families the knowledge and skills to be economically independent and build a better life. In its first 18 months of operation, the Center in Lynn has helped hundreds of families while generating more than \$1.7 million in usually unclaimed tax refunds for low-income taxpayers.

# HOW TO

# LIVE UNITED

Together, we can do more than any of us can alone.

## GIVE.

### **Pledge at work.**

If your employer runs a United Way campaign, be sure to participate and pledge. If they don't, volunteer to run the campaign! Learn more at [supportunitedway.org/ecm](http://supportunitedway.org/ecm).

### **Come to an event.**

It's a great way to donate. Check our calendar for one that targets the most urgent needs in our community.

### **Fundraise among friends.**

Ask neighbors, clubs and teams to join you in raising money for a specific initiative or impact area.

## ADVOCATE.

### **Lend your voice.**

Join an Affinity or Industry Group and join others who share your commitment.

### **Use your social network.**

Spread the word when you blog, tweet, or "like" us on Facebook.

### **Get updated.**

Share your personal email with us and we'll keep you in touch with the latest work happening in your community.

## VOLUNTEER.

### **Give a day.**

From making baby baskets to a Community Care Day, as an individual or group, choose from hundreds of ways to have a meaningful impact.

### **Make a commitment.**

See the real difference that you can make through an ongoing volunteer opportunity matched with your interests.

### **Lend your skills.**

Serve on a Board, prepare tax returns for low-income families, or revitalize a neighborhood through skills-based opportunities.

Get involved and learn more at [supportunitedway.org](http://supportunitedway.org)

## LIVE UNITED ONLINE.

Blog with us at [speakunited.org](http://speakunited.org).



Stay connected



**Need help? Call 2-1-1.**

Receive 24/7 referrals to community resources.

**Boston**  
51 Sleeper Street  
Boston, MA 02210-1208  
617.624.8000

**Lowell**  
59 Lowes Way  
Lowell, MA 01851-5150  
978.656.5000



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