

Your Giving Gives Back

Your gift through payroll deduction not only strengthens our community, but it may also qualify you for rewards or a special gift. Individuals donating at the Shareholder level (1% or more of salary) will be automatically entered into a drawing for a chance to win a 2012 Harley-Davidson V-Rod motorcycle.



Plus, anyone donating at least \$144 annually to United Way's Community Care Fund is qualified for a Caring Club membership. Local and national businesses want to thank you by offering members special discounts all year long.

To join Caring Club, simply provide your home address and e-mail address on your pledge form. Your Caring Club card and online codes will be sent directly to you.

For complete rules on the Shareholder drawing and a list of Caring Club discounts, please visit www.unitedwaygkc.org/caringclub.

Not sure where to turn?

Turn to United Way 2-1-1. By simply dialing three digits, you can make one call to find out how to get or give help. Plus, it's free, fast and confidential.

You'll reach a trained, caring professional 7 days a week, 24 hours a day, to help you in the areas of:

- Basic needs
- Health needs
- Employment
- Youth
- Seniors
- Families
- Volunteering
- Much More!

Simply dial 2-1-1, (816) 474-5112 or call toll free at (866) 320-5764.



United Way of Greater Kansas City
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Kansas City, MO 64105

www.unitedwaygkc.org



United Way of Greater Kansas City is a registered 501(c)(3) in the State of Missouri.

Please consider including United Way in your will or estate planning.

I DON'T JUST WEAR THE SHIRT I LIVE IT



BE A PART OF THE CHANGE. PLEASE GIVE.

United Way advances the common good by creating opportunities for a better life for all.

We invite you to join us in being part of the change.
We invite you to live united.



We're Alison and Mike, and this is Colin.

Colin is seven years old and a first grader. He was two when we were told he has cerebral palsy. It was shocking, but then we just had to figure out how to adjust.

We've been fortunate to be referred to United Way partner agencies like Children's TLC and Helping Hands Therapeutic Riding Center. The therapists have worked with us as a team to find ways we can help Colin be independent. His speech has come a long way and they've built up his core strengths by making therapy really fun for him.

We'd both donated to United Way even before we knew our family would need its programs. Now we tell everyone that it's our child you're helping by giving. He is a real example of where your dollars are going.

Colin doesn't know that he can't do everything and we want it to stay that way. We're proud to be United Way donors, knowing that we're helping everyone in our community to reach their full potential, just like Colin is.

We don't just wear the shirt. We live it.

THE BUILDING BLOCKS FOR A GOOD LIFE

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. Each of these building blocks requires multiple approaches and community partners. Here's a brief look at what's happening in each area of United Way's Community Impact Agenda:

EDUCATION. *Helping children and youth attain their full potential.*

- » Investing \$4.7 million in 74 programs at area nonprofit agencies serving children, youth and families
- » Improving the quality of out-of-school time programs through our change strategy, Quality Matters, resulting in better school performance
- » Leading initiatives such as Success By 6, which provides 11 local resource centers aimed at ensuring every child enters school ready to succeed

INCOME. *People achieve financial independence and stability.*

- » Investing \$2.8 million in 62 local programs to help individuals prepare for work, increase their income and save for the future
- » Increasing the financial stability of high-risk young adults and young families ages 16 - 26 through our change strategy, Decade of Difference
- » Partnering with organizations such as KC CASH to provide 16 free tax assistance sites this year that helped 5,477 low-to-moderate income families claim \$6.7 million in federal tax refunds

HEALTH. *People and their neighborhoods are safe, healthy and thriving.*

- » Investing \$7.0 million in 156 programs that help people access health care and lead healthier, more independent lives
- » Promoting access to regular health care through our change strategy, Healthy Connections, which connects eligible children and their parents to publicly supported health care for which they qualify
- » Providing a health care advocate through United Way 2-1-1, who is able to provide the extra expertise needed to assist some callers with complex medical situations

