

# WHY UNITED WAY?

LIVE UNITED



United Way of Central Florida

## MISSION

*To improve lives and strengthen our community.*

## VISION

*To create positive lasting change in our community by helping children succeed in school; promoting family financial stability and independence; and improving people's health.*

## THE NEED

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In Polk County, 15% of households live below the Federal Poverty Level. An additional 34% of households live above that level but earn less than the basic cost of living in Polk.

Additionally, 114,140 individuals in our Central Florida community do not know where their next meal will come from.

## THE PLAN

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United Way of Central Florida and local experts have identified seven initiatives to address our community's most critical needs: Early Childhood Education, Academic Achievement, Financial Stability, Health, George W. Jenkins End Hunger, Community Partnership Schools and Basic Needs. Learn more at [uwcf.org/initiatives](http://uwcf.org/initiatives).

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## WHY GIVE?

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Your gift Way helps address issues such as hunger, childhood literacy, financial stability, community health and other problems that contribute to low productivity and higher benefit costs.

Only the best services that measurably improve critical community needs are funded. Community Investment Team volunteers evaluate funding requests, participate in site visits, study applications and assess the effectiveness of services before allocating donor dollars.

You can be confident that your money is making a difference.