



**UNITED WAY**  
Greater Rochester  
and the Finger Lakes

## BLOG POSTS

# UNITED WAY IMPACT AREA SPOTLIGHT: FINANCIAL SECURITY

The «COMPANY NAME» is helping create a strong financial future for every generation with United Way.

United Way works to connect people to education, tools, and job training so they have financial freedom and peace of mind. United Way believes everyone deserves the opportunity to earn a living wage.

With your support of United Way and the Community Impact Fund, you are helping people like Jennifer.



## MEET JENNIFER

Jennifer recently moved to Rochester with her three-year-old son, Marcus. Jennifer found an incredible school for Marcus, but it did not offer transportation. With few options and no car, Jennifer had to take an Uber to and from work and Marcus' school. The expenses caused Jennifer to fall behind on her rent. A United Way-funded program provided Jennifer financial assistance to bring her rent payments up to date and advocacy support to get suitable door-to-door transportation for Marcus. Without the transportation stress, Jennifer recently received a promotion at work and has been putting money aside into savings.



## **UNITED WAY IMPACT AREA SPOTLIGHT: COMMUNITY RESILIENCY**

The «COMPANY NAME» is helping to address urgent needs today for a better tomorrow with United Way.

United Way helps communities prepare for, prevent, and respond to challenges, from crisis support and disaster relief to environmental protection. United Way believes that by mobilizing the right people and resources at the right times, we can equip individuals and communities with the tools to navigate challenges and build a better tomorrow.

With your support of United Way and the Community Impact Fund, you are helping people like Michelle.



### **MEET MICHELLE**

Michelle, a 19-year-old single mom, reached out to a United Way-funded agency to ask for help leaving a domestic violence situation. Michelle was provided several resources to help her explore her options and understand the support available within her community. Michelle felt empowered and incredibly thankful to know the opportunities available, and she is planning to reach out again if she needs any more assistance.





## **UNITED WAY IMPACT AREA SPOTLIGHT: YOUTH OPPORTUNITY**

The «COMPANY NAME» is helping young people realize their full potential with United Way.

United Way creates pathways for young people to reach their goals, from early childhood education to college and career success. United Way supports childcare, early learning, education, enrichment, and family engagement to give every young person more opportunities to thrive.

With your support of United Way and the Community Impact Fund, you are helping people like Richard.



### **MEET RICHARD**

Richard entered a United Way-funded after-school program in the ninth grade, unmotivated and unfocused. While in the program, Richard improved his grades and learned more about post-high school opportunities. Now, Richard is a senior and on track to graduate high school on time, with plans to attend college.



## **UNITED WAY IMPACT AREA SPOTLIGHT: HEALTHY COMMUNITY**

The «COMPANY NAME» is improving health and wellbeing for all with United Way.

United Way improves access to nutritious food and quality health education and services, so people have the resources they need to lead healthy lives, from nutritious food and health education to quality care.

With your support of United Way and the Community Impact Fund, you are helping people like Douglas.



### **MEET DOUGLAS**

After the passing of his partner, Douglas started to feel isolated in his home and craved being around others. Douglas decided to try something new and attend a local United Way-funded program. When Douglas first started to participate in the program, he was very quiet, but after a few weeks, he became much more active and vocal. His personality has come out, and Douglas has made several new friends. Thanks to the United Way-funded program, Douglas regularly socializes and thrives in this next chapter of his life.





## CREATING IMPACT AT EVERY LEVEL

The «COMPANY NAME» annual campaign helps United Way mobilize communities to action so all can thrive.

United Way strives for a future where everyone's basic needs are met, all children learn and succeed, no one lives in poverty or struggles to get by, and every person, family, and community flourishes.

Your gift to United Way, no matter the size, makes an impact:

- \$2 a week: 8 hours of trauma-informed mentoring for ten children
- \$5 a week: Mental health and maternal support for four mothers and their new babies
- \$10 a week: Food, clothing, and shelter for a family who lost their home in a fire
- \$20 a week: 100 meals for older adults struggling to make ends meet
- \$ 25 a week: Rental assistance to provide stable housing for three families





## AN OPPORTUNITY TO NETWORK WHILE MAKING AN IMPACT

Thousands of local people make an annual investment of \$1,000 or more to our community with United Way.

United Way's Leaders United members are the most generous, community-minded, and influential individuals throughout the Greater Rochester and Finger Lakes region. Members get to participate in several annual events, networking, and volunteering opportunities.

Leaders United members may also choose to join one or more of the following networks:

- African American Leadership Society
- Circulo Latino Leadership Society
- Continue United (gifts of \$250 and up for individuals 55+)
- Emerging Leaders Society (gifts of \$500 and up for individuals under 40)
- Labor Leaders Club
- Tocqueville Society (gifts of \$10,000 and up)
- Women United



**African American Leadership Society**

United Way of Greater Rochester and the Finger Lakes



**Círculo Latino Leadership Society**

United Way of Greater Rochester and the Finger Lakes



**Continue United**

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**Emerging Leaders Society**

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**Labor Leaders Club**

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**Tocqueville Society**

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**Women United**

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## MAKE A DIFFERENCE WITH UNITED WAY

By donating, volunteering, or speaking up, you are helping to make a real difference together with United Way.

Whether it's by lending a helping hand, educating yourself on community issues, or making a gift towards long-term solutions, there are plenty of ways to get engaged with United Way.

- **Volunteer:** Connect with hundreds of nonprofits seeking support throughout the year through United Way's online volunteer matching platform, [Volunteer United](#)
- **Leadership Development Programs:** Enhance individual and professional skills, expand connections, and find authentic communities of belonging and inclusion through United Way's suite of [Leadership Development Programs](#).
- **Leadership Giving Networks:** Network alongside our region's most generous, community-minded, and influential leaders and learn more about the impact your gift is making. [Learn more about Leaders United](#).
- **Day of Caring:** Join the region's largest annual day of service in May to complete projects for 200+ nonprofit organizations. In 2024, a record-breaking 6,300 individuals participated in [Day of Caring](#).
- **ALICE Experience:** Enhance community understanding and engage your team in a [hands-on learning experience](#) about our region's ALICE (Asset Limited, Income Constrained, Employed) population.
- **Kit building:** Grab your team and [build kits](#) of critical items for individuals and families throughout our region.
- **Donate to the annual workplace campaign:** A gift of any size makes a substantial difference in the lives of our neighbors!

