



Build up the Community Impact Fund with the Built Strong Challenge. Give to United Way's Community Impact Fund today and your gift will be doubled, up to \$450,000, thanks to

# Double your impact with the BUILT STRONG CHALLENGE

Our community wasn't built by one person or one company. It was built **BRICK BY BRICK, HEART BY HEART, SIDE BY SIDE.**

Today our community needs help like never before. By giving to United Way's Community Impact Fund you join thousands of others building on our solid foundation to help local people, strengthen nonprofits and respond to community needs.

## IMPROVE HEALTH

**Meet Basic Needs** of food, clothing, transportation and shelter

**Create Healthy Connections** for new moms and older adults aging safely in place

## FOSTER LEARNING

**Help Students Achieve Milestones** by filling their out-of-school time with learning and enrichment

**Support Strong, Empowered Kids** who have long-term positive mentors

## INCREASE ECONOMIC MOBILITY

**Maintain Meaningful Employment** by helping people with job training, childcare and transportation

**Support Financial Stability** by helping individuals and families improve their financial health

## SUPPORT COMMUNITY

**Seek Synergy** and help nonprofits improve efficiency through mergers and affiliations

**Respond to Crisis** by quickly mobilizing resources to address community challenges like COVID-19 and racial injustice



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## BUILT TOGETHER. BUILT STRONG.

Be a part of building something greater by giving at your workplace or at [UnitedWayROCFLX.org](http://UnitedWayROCFLX.org)



United Way of Greater Rochester and the Finger Lakes

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