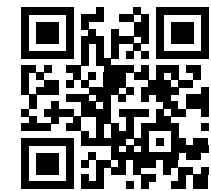


Households in our region are forced to make impossible choices each day. When you cannot afford the basics of housing, childcare, food, transportation, health care, and technology, you are making sacrifices to survive.

1 IN 3 OF OUR NEIGHBORS IS STRUGGLING TO MAKE ENDS MEET.

At United Way, we are working to break the cycle of financial hardship.

Learn more about ALICE.



CHANGE STARTS WITH YOU. LET'S DO THIS!

Stay in touch with us

1. Subscribe to our newsletter unitedwayrocflx.org/about-us/contact-us
2. Follow us on social    @unitedwayROCFLX

United Way of Greater Rochester and the Finger Lakes
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A recognized top-rated charity



UNITED WAY
Greater Rochester
and the Finger Lakes

UNITE WITH CHANGEMAKERS

Join a Leadership Giving Network

Connect with local leaders, gain priceless development opportunities, and see your impact in action.

Learn more about the opportunities your \$1000 provides at unitedwayrocflx.org/leadership

JOIN THE CHANGEMAKER CHALLENGE

Our local banking institutions have come together to issue the **largest challenge grant in United Way history—over \$600,000 in matching gifts!**

Learn more about how you can double your new or increased gift to the Community Impact Fund at unitedwayrocflx.org/changemakerchallenge. Thank you to our participating sponsors: KeyBank, ESL Federal Credit Union, Five Star Bank, M&T Bank, Canandaigua National Bank & Trust, Genesee Regional Bank, Summit Federal Credit Union, and Bank of America



UNITED WAY
Greater Rochester
and the Finger Lakes

HELLO, CHANGEMAKER



From strengthening local resilience and advancing health, youth opportunity, and financial security, United Way is mobilizing communities to action.

We leverage the power of collective giving so that even small donations can deliver impact at scale and

SUPPORT THE CRITICAL WORK OF OVER 1,160 NONPROFITS IN OUR SIX-COUNTY REGION.

We approach our work through four impact areas that work collectively for the betterment of all individuals, families, and communities.

YOUTH OPPORTUNITY

Helping young people realize their full potential

Associated initiatives include:

- Childhood development and education
- Out-of-school time opportunities
- Family engagement in child development

Our community challenges:



45% of young people struggle with their mental health



Only 43% of 2-5 year olds are considered kindergarten ready



Only 39% of third graders read at grade level

FINANCIAL SECURITY

Creating a strong financial future for every generation

Associated initiatives include:

- Financial coaching, services, and income supports
- Homelessness prevention, affordable housing, and home ownership
- Adult education and career development

Our community challenges:



Of the 20 most common occupations in New York, 55% pay less than a livable wage



The average household is spending 25% of their income on debt

HEALTHY COMMUNITY

Improving health and wellbeing for all

Associated initiatives include:

- Addressing gaps in healthcare and social services access
- Access to healthy, nutritious food and safe community spaces
- Legal supports and advocacy

Our community challenges:



Lacking social connection can increase premature death as much as smoking 15 cigarettes a day



47% of Latinx and 32% of Black households have gone without health care this year

COMMUNITY RESILIENCY

Fortifying our communities to preserve our sustainability

Associated initiatives include:

- Short-term disaster relief
- Long-term disaster recovery
- Environmental sustainability
- Crisis hotline and support

Our community challenges:



60% of households below the ALICE threshold do not have savings for emergencies.



20% of the population are considered “highly socially vulnerable” to disasters such as a hurricane or pandemic.