

# PARTNERING WITH UNITED WAY MAKES GOOD BUSINESS SENSE

Partnering with United Way of Greater Richmond & Petersburg means much more than just raising money. As the leader of a local business, this is your opportunity to have a profound impact on our local community while reinforcing your reputation as a good corporate citizen. Consider the following:

**The money you raise stays here**, improving the lives of thousands of people in our community. We support programs, initiatives and agencies in Richmond, Henrico, Hanover, Chesterfield, Goochland, Powhatan, Petersburg, Colonial Heights, Dinwiddie, Charles City and New Kent. A healthy, strong local community means a healthy, strong local economy.

**You'll receive positive recognition** when you support United Way in your workplace and will join more than 600 other area businesses recognized for doing good in our community. Research shows that customers have a strong preference for businesses that "give back."

**United Way will connect you with volunteer opportunities** in the community, guaranteeing that your employees are participating in results-oriented, community-driven projects that make a lasting difference.

**Convenience and affordability of gifts through payroll deductions** and other giving options will provide your employees the opportunity to make a significant impact on their community without a significant impact on their wallets.

**Your charitable giving is simplified.** Because we help to support more than 90 critical programs that provide health, safety, education and a future to thousands of local people, the impact of your gift multiplies exponentially while simplifying the giving process.

**The dollars you raise are spent wisely and effectively** to do the most good in our community. Only efficient, high-impact programs that achieve measureable outcomes are chosen to receive grants through the Community Impact Fund.

**United Way drives initiatives that benefit us all.** Like 2-1-1, the easy-to-remember phone number that connects people with free information on available community services – everything from child care and after-school programs to help for caregivers and older adults.

**We invite you to join us and be part of the change.**



Together, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to LIVE UNITED.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**   
[www.yourunitedway.org](http://www.yourunitedway.org) United Way of Greater  
Richmond & Petersburg

# GIVING THAT GETS RESULTS



United Way of Greater  
Richmond & Petersburg

United Way advances the common good by focusing on the building blocks for a good life: education, income and health. When you partner with United Way, you are helping to meet the most pressing needs in the Greater Richmond and Petersburg region. Thanks to local businesses and individuals, thousands of people received help last year — and they now have better lives and brighter futures!

## EDUCATION



### Young Children

- You are preparing children to be successful in school and in life. The quality child care and home visiting programs funded by United Way serve more than 2,400 children.
- Children need nurturing families, quality education and positive role models to help them grow into adulthood. Your United Way gift provides these opportunities for more than 30,000 at-risk children.



### School-Age Youth

- Local students are earning better grades and spending more time in school because of you. More than 12,000 youth are having more success in school through United Way.

## INCOME



### Individuals and Families

- You are helping children and families stay in their homes, pay utility bills, and eat. Through the Community Action Fund, emergency financial assistance has been made available to more than 11,000 local people.
- Financial stability is the key to helping hard-working people stay out of crisis. Through United Way, more than 30,000 people have access to job training, housing assistance, emergency shelter, and case management.

## HEALTH



### Older Adults

- Adults over age 65 are remaining independent and in their homes thanks to you. Adult day care and home health services are available to more than 1,700 vulnerable older adults through the Community Action Fund.
- You are helping older adults age with dignity. Your gift to United Way ensures that more than 11,000 older adults receive meals, transportation, care and legal assistance to help them continue to live at home.

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