

ABOUT UNITED WAY

What do we do?

We **bring people together** to improve lives and create lasting change in the communities of Western Kentucky. Our **focus** is on **education, income, and health** -- the building blocks for strong families and thriving communities.

We recruit people and organizations from all across the community who bring the passion, expertise, and resources needed to get things done. We set **significant and measurable goals** and hold ourselves accountable.

We change lives by addressing the underlying causes of community problems. We don't just address symptoms; we go deeper and **create lasting change**. It takes the whole community working together to reach our mutual goals.

How we do it?

We galvanize and connect all sectors of society – individuals, businesses, non-profits, and government – to create long-term change through **investing in solutions** that produce healthy, well-educated and financially stable individuals and families.

The measure of success for United Way is in the ways we **impact quality of life** for all of us. United Way provides financial support, but we also **engage volunteers and bring together stakeholders** to identify goals, collaborate on strategies and unite us in advocating for change.

Together, with the community, United Way can make a difference in the lives of children, families, & senior citizens.

What YOU can do!



GIVE TODAY CHANGE TOMORROW