

## Fact-A-Day:

### 18 Reasons to Support Great Rivers United Way

1. Over 200 corporate partners, 4,700 donors, and 52 local programs all fight together for lasting change in our seven-county community.
2. United Way fights to increase academic success. During the 2018-19 school year, 92% of youth served by our programs developed soft skills such as communication and time management.
3. United Way fights to increase percent of students reading at proficient or higher. When a child can read proficiently by third grade, they are set up for success for the rest of their school career. Since 2016, Great Rivers United Way Read to Success program has paired adult volunteers with local third graders to tutor reading and comprehension skills. Read to Success currently provides over 70 volunteers, tutoring over 100 third graders, in 16 local area schools.
4. United Way fights to foster early brain development and improve kindergarten readiness. Reading to young children is proven to improve and help along the process of cognitive development. Since January 2020, Great Rivers United Way has distributed over 1,252 books to 238 children under age five.
5. United Way fights to stabilize household economic situations so people experience thriving lives. In 2018, 98.8% of individuals served by our programs increased disposable income by accessing benefits and/or reducing household costs.
6. United Way fights for families facing economic challenges to maximize their tax returns. United Way is a partner in the Coulee Region Tax Assistance program, which offers free income tax assistance to qualified Coulee Region residents. During the 2017-18 tax season, \$367,886 dollars were returned to local individuals and families.
7. United Way fights for the health of the community. With partnerships between Great Rivers United Way, community organizations, and Great Rivers HUB, United Way's goal of supporting and solidifying a healthy and socially-connected community is becoming a reality. In 2018, 13,040 individuals participated in programming for physical activity, nutrition, and accessing healthy food.
8. United Way works across our seven-county region and convenes resources, volunteers, experts, and other service providers for short-term relief and long-term success.
9. Great Rivers United Way invests in local programs in the areas of health, education, and financial stability – the building blocks to a good quality of life. We all win when a child succeeds in school, when families have good health, and when workers have solid jobs.

Thank you for becoming an Ambassador for Great Rivers United Way! We hope you find these fast facts helpful as you advocate for an issue important to you and our community.

10. A single gift to Great Rivers United Way helps hundreds of thousands of people. In 2018, 83,389 local people accessed United Way funded program services 969,523 times.
11. A gift to Great Rivers United Way's Community Impact Fund is the most strategic way to invest in the community. Our community's problems are interrelated, and the diverse programs in this fund work together to address the complex challenges of poverty, mental health, homelessness, and many others – in a way that no single agency, donor, volunteer, or sector of the community can do alone.
12. United Way fights for childhood success. By organizing and facilitating nurturing environments for learning, United Way collaborates with the community to ensure every student is successful in primary school. In 2018, 365 children received individualized literacy support and 1,033 families were provided with resources and training.
13. Great Rivers United Way has a goal to improve access to prevention and intervention for mental health in our community by 2022. Your gift to United Way's Community Investment Fund allows United Way to invest in critical prevention and intervention programming for those at risk for mental health crisis and suicide.
14. Volunteers transform communities. In 2019, United Way volunteers gave 5,689 hours of time to improve our community, with an estimated value of \$144,671 dollars in volunteer time.
15. Great Rivers United Way fights for improved health and access to healthcare. From 2018 to 2019, 14,486 youth and adults received increased access to health care programs and services, and nearly 3,000 individuals gained access to health insurance.
16. United Way fights for youth to gain knowledge and skills to obtain family-sustainable employment. During the 2018-19 school year, 11,594 youth received individualized support and/or participated in out-of-school time programs.
17. Great Rivers United Way fights for financial stability by improving socioeconomic status throughout the community. Last year, 3,155 individuals benefited from programs that assisted in accessing affordable housing, financial products, and services.
18. Great Rivers United Way supports a healthy and socially-connected community. In partnership with key community organizations and Great Rivers United Way, Better Together seeks to help youth better understand mental wellness, feel a stronger sense of belonging and a greater sense of purpose, develop positive relationships with trusted adults and learn skills to enhance coping and resiliency. In 2019, 3,836 adults were trained in skills building programs like Mental Health First Aid, Trauma Informed Care Education, and Mental Health Literacy.

Have questions or need help? Don't hesitate to reach out to our team!

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