

# talking matters...

## United Way of Butler County...Key Talking Points

**UNITED WAY MISSION:** *To improve lives by mobilizing the caring power of Butler County communities to provide resources that support programs and services helping citizens become physically, emotionally, socially and economically independent.*

### UNITED WAY IS HERE TO STAY

- ♦ The United Way has been a safety net in Butler County for 78 years. While many new causes come and go, the United Way continues to be here to support programs and services, and most importantly, people who are facing life's challenges.

### UNITED WAY OF BUTLER COUNTY IS MAKING AN IMPACT IN THE COMMUNITY EVERY DAY

- ♦ The United Way is the collective power of people working together toward long-term solutions, not short-term fixes. United Way of Butler County represents 20 Partner Agencies, nearly 200 affiliated agencies, 3,000 donors, more than 500 volunteers, 10,000 people whose lives are changed each year, and YOU!

### UNITED WAY INVESTS IN EDUCATION, FINANCIAL STABILITY AND CONNECTING PEOPLE

- ♦ In 2011-2012, United Way expects to invest **\$426,442 in Education** to better prepare children to enter school, make continued academic progress, avoid risky behavior and leave school understanding career opportunities, personal assets and goal setting. The United Way will invest **\$398,955 in Financial Stability** to improve employment opportunities, protect assets and promote financial education and literacy. An investment of **\$178,789 will be made in Connecting People** to services and volunteer opportunities so that more people are empowered to use resources to improve their own lives. An additional **\$20,000 will go to Emergency Relief** for utility and other direct assistance.

### INVESTMENT DECISIONS ARE MADE BY THE COMMUNITY

- ♦ Each United Way is autonomous and makes its own funding decisions through a community investment panel. Approximately 40 volunteers from all walks of life review program proposals, meet with agency representatives and determine the investments that will yield the greatest results.

### UNITED WAY DOLLARS STAY LOCAL

- ♦ The money we raise stays in our community. United Way of Butler County pays a membership fee to United Way Worldwide, which is 1% of the money raised, or approximately \$11,000. In return, United Way Worldwide manages national accounts like FedEx, UPS and Best Buy, which generate over \$150,000 for our community. That's a great return on investment!

### UNITED WAY KEEPS FUNDRAISING COSTS LOW

- ♦ With administrative costs of 20% or less, United Way's fundraising costs are well below the standard set by "watchdog" organizations such as the National Charities Information Bureau.

### UNITED WAY OF BUTLER COUNTY HELPS YOU MAKE A DIFFERENCE

- ♦ The United Way knows that people like you really want to make a difference in your community. Your gift to the United Way of Butler County Impact Fund joins with others to strengthen the community. With just one gift, you can address many needs and priorities.

### WE CAN DO SO MUCH MORE!

- ♦ Our goal is to raise \$1.5 million. Our potential is for so much more!
- ♦ The average gift to United Way is \$300 per year or approximately \$6.00 per week. If all 79,000 people employed in Butler County made a gift of just \$2 per pay or \$1 per week, we'd raise over \$4 million. If only 10% made an average gift, we'd raise over \$2.3 million!

### TAKE THE \$2 CHALLENGE.

- ♦ If you are making a gift for the first time, consider a gift of just \$2 per pay.
- ♦ If you are already a donor, consider increasing your gift by \$2 per pay.
- ♦ If only 25% of donors make this increase and new \$2 donors increase by 25%, we could raise an additional \$75,000, which helps another 1,000 people.

### YOU HAVE CHOICES

- ♦ You may share your gift among the United Way Impact Fund, a community issue(s) or an agency that has helped you, a family member, a friend or neighbor. Donor option allows you to designate your gift.

# investments matter..

## 2011 PROGRAM ALLOCATION

what matters.™

<u>PROGRAM</u>	<u>STATUS</u>	<u>AGENCY</u>	<u>GRANT AWARD</u>
<b>EDUCATION</b>			
Adult Services	Core	Community Care Connections	\$ 16,000
After-School/Summer Mania Youth Programs	Venture	The Salvation Army	\$ 7,500
Big Brothers Big Sisters of Butler County	Core	Butler County Family YMCA	\$ 20,000
Butler Children's Services	Core	Lifesteps	\$ 16,000
Butler Family Counseling	Core	Glade Run Lutheran Services	\$ 10,000
Butler Scoutreach Initiative	Venture	Moraine Trails Council - Boy Scouts of America	\$ 10,000
Child Check	Core	Lifesteps	\$ 42,000
Children's Program	Core	Victims Outreach Intervention Center (VOICE)	\$ 52,000
Children's Services Program	Core	Community Care Connections	\$ 21,000
Education Advocacy	Core	Mental Health Association	\$ 7,000
Families Forever	Core	Lifesteps	\$ 1,200
Financial Assistance for Youth Participants & Family Memberships	Core	Butler County Family YMCA	\$ 10,500
Inclusive Child Care	Core	Butler County Children's Center	\$ 40,000
Kids Klub	Core	Paul Laurence Dunbar Community Center	\$ 35,000
Traditional Scouting/Learning for Life	Core	Moraine Trails Council - Boy Scouts of America	\$ 26,000
Voyagers-North	Venture	Mental Health Association	\$ 15,000
Year-Round Camping for Butler Girls & Adults	Core	Girl Scouts Western Pennsylvania	\$ 10,000
Summer Camp Scholarships			\$ 25,000
United Way Education Initiatives and Planning			\$ 62,242
<b>TOTAL INVESTED IN EDUCATION</b>			<b>\$426,442</b>

<b>FINANCIAL STABILITY</b>			
Adult Advocacy	Core	Mental Health Association	\$ 6,000
Adult Day Health Services	Core	Lifesteps	\$ 20,000
Career Opportunities for the Disabled	Core	The Arc of Butler County	\$ 20,000
Disaster Services	Core	American Red Cross	\$ 41,000
Family Savings Account Program	Venture	Butler County Home Ownership Program	\$ 12,000
Guardianship	Core	Mental Health Association	\$ 18,000
Housing & Homeless Case Management	Core	Catholic Charities	\$ 27,000
Personal Care Residence	Core	YWCA of Butler	\$ 20,000
S.H.O.P. Program	Venture	Butler County Home Ownership Program	\$ 26,000
Social Service Outreach	Core	The Salvation Army	\$ 10,000
Transitional Housing	Core	The Lighthouse Foundation	\$ 25,000
Utility Integrated Point of Contact	Venture	Center for Community Resources	\$ 15,000
Volunteer Income Tax Assistance	Venture	Center for Community Resources	\$ 25,000
Child Care Scholarships		Child Care Information Services	\$ 65,000
United Way Financial Stability Initiatives and Planning			\$ 68,955
<b>TOTAL INVESTED IN FINANCIAL STABILITY</b>			<b>\$398,955</b>

<b>CONNECTING PEOPLE</b>			
2-1-1 Funding		United Way of Allegheny County	\$ 50,000
Butler Collaborative for Families		Center for Community Resources	\$ 7,500
Armed Forces Emergency Services	Core	American Red Cross	\$ 2,500
Drop-In Center	Core	Grapevine Center	\$ 12,000
Hospital/Community Integration	Core	Mental Health Association	\$ 4,000
Recovery Project	Core	Butler Regional Recovery	\$ 5,000
Warmline	Core	Grapevine Center	\$ 5,000
United Way Volunteer Programs and Initiatives			\$ 92,789
<b>TOTAL INVESTED IN CONNECTING PEOPLE</b>			<b>\$178,789</b>

**GRAND TOTAL: \$1,004,186**

**ESTIMATED DONOR DESIGNATIONS TO SPECIFIC AGENCIES: \$ 280,000**

**MANAGEMENT AND GENERAL/FUNDRAISING COSTS: \$ 240,678**

**TOTAL CAMPAIGN GOAL: \$1,524,864**