



**Best Messages About United Way of Northeast Florida
2011 Campaign
May 2011**

1. United Way provides leadership, resources, and focus to change lives in our community by creating sustainable improvements in Education, Income and Health.

We are a leader in ensuring that children enter kindergarten ready to succeed and students stay in school through graduation, individuals and families achieve financial stability, and people lead healthy and engaged lives. This is the basis of our Community impact Agenda.

2. United Way of Northeast Florida works in partnership with volunteers, community organizations and leaders investing community resources to tackle critical issues facing children, youth and families.

United Way's Community Impact Agenda is proactive, identifying solutions to our community's toughest issues and putting strategies in place that work. We invite you to be a part of the change. You can give, advocate or volunteer. This is what it means to Live United.

3. United Way of Northeast Florida's Community Impact Agenda is advanced through the Community Impact Fund. The Community Impact fund is invested in 87 programs provided by 57 partner agencies all addressing the needs of local citizens in our 5 county area, Baker, Clay, Duval, Nassau and northern St. Johns counties.

The dollars raised here, stay here making the greatest impact on improving quality of life for everyone in our community.

4. Programs supported by United Way's Community Impact Fund contributions are reviewed, invested and monitored by more than 100 local, trained, unpaid volunteers who themselves are Community Impact Fund contributors

United Way is more focused and outcome driven than ever before. Donors can have confidence that their gifts are being invested to create sustainable change in the most critical issues of education, income and health. We hold ourselves and our impact partners accountable by tracking measurable results for each program receiving Community Impact Fund dollars.

5. Throughout Northeast Florida, we are working on advancing the common good by focusing on the building blocks of a good life: education, income and health.

Every child should have the opportunity for a quality education that leads to a stable job. Every adult should have the opportunity to earn enough income to support a family through retirement. Everyone should have the opportunity to lead healthy and engaged lives. Our aim is to create positive, long-lasting change by addressing the barriers to a quality education, financial stability, and good health.

6. United Way's work is research based and measurement driven. For United Way, the results are more than simply serving people with a particular need – they are about reducing or eliminating a need.

United Way brings together the people and organizations from all across the community with the passion, expertise and resources needed to get things done. Our goal is to create real, long-lasting change by addressing the root causes of problems and prevent them before they happen.

7. United Way's 2-1-1 offers free, confidential information and referral services 24 hours a day, seven days a week for all residents in nine counties of Northeastern Florida who might not know where to turn for help. In 2010, 2-1-1 received more than 154,000 calls, an increase of 24 percent.

Those 154,000 calls resulted in 106,221 referrals for emergency financial assistance and more than 18,200 referrals made for callers who were in need of food, shelter and clothing.

8. In the past two years, the RealSense Prosperity campaign has returned more than \$11 million to low to moderate income families through the Earned Income Tax Credit. Nearly \$7 million was saved by tax payers using RealSense free tax preparation over the same period.

With free tax preparation in 2011, more than 15,000 clients collectively saved 3.4 million dollars in preparation fees alone. United Way's Real Sense initiative has brought more than \$97 million back to the Northeast Florida economy. More than 6,100 hours of free financial literacy classes were conducted in 2011.

9. United Way's Achievers For Life, a dropout prevention initiative focused on 6th grade students at risk for academic failure, is part of United Way's Community Impact Agenda. Through 2010, Achievers For Life students achieved a 12 percent improvement in GPA and 13 percent fewer absences.

Why is this important? High school dropouts earn approximately \$9,634 less per year than high school graduates and are ill equipped to enter the competitive workforce. This is more than \$1 billion of lost wages over their lifetime – a loss for that impacts the local economy and neighborhoods as well.

10. Also advancing our Community Impact Agenda on Education, United Way's Success By Six provides 2 year scholarships to high quality early education centers for working families with 3 year old children. At the end of year two, 89 percent of the four year-olds were ready for kindergarten.

Why is this important? Between 18 and 35 percent of Jacksonville children are already behind in language, reading and other basics before they even start school.

11. In the area of health, United Way leads Life: Act 2, a community collaboration that focuses on encouraging greater health and independence for seniors in Northeast Florida. Over the last 24 months, more than 1,000 vulnerable patients in Duval County have been connected to community resources, promoting better outcomes for seniors. As a result, Baptist Health System and Shands Jacksonville have instituted this support in their operations.

Elder Care Advocates work with hospital discharge planners to arrange appropriate in-home care for seniors as well as purchasing short-term services for seniors to aid in the transition to home, saving money and improving quality of life.