

Top 10 Reasons to Support



1. **Because the need is enormous.** 31% of people in our community don't earn enough to make ends meet. 55% of rental households in Duluth spend over 30% of their income on rent. 1 out of 2 children are not fully prepared for Kindergarten. 9.7% of children in NE Minnesota are uninsured. This is the highest percentage in the state. 1,800 of those children are in Duluth.
2. **Because resources are scarce.** Government funding for health and human services has been declining dramatically in recent years, forcing many agencies to eliminate critical programs or close their doors altogether. After the government, United Way is the leading funder of this vital network of support in communities across the nation.
3. **Because your gift will deliver results.** Every United Way funded program must demonstrate measurable and lasting results – to ensure that your contributions make the greatest impact possible. It's not just about how many kids attend an after school program; it's about how they achieve in school and how they avoid gang activity or other risky behaviors. It's not just about how many people receive meals at a soup kitchen; it's about how many of them no longer need the services because they've become self-sufficient.
4. **Because your donation does more than fund agency programs.** For example, in January of 2008, United Way helped launch *Smiles Across Minnesota – Duluth*, a program that brings preventive dental services for children right into the school. Or *Imagination Library* – a literacy program promotes reading by providing one book each month to children in our community.
5. **Because your contribution helps your local community.** United Way does extensive research to understand the needs of the communities we serve and then we invest in a network of local programs and initiatives to address those needs. Your donation is invested right here in your local community.
6. **Because your dollars leverage more dollars.** United Way funding is like a "Good Housekeeping Seal of Approval" for health and human service agencies. Because United Way does such a thorough job of reviewing its funded agencies for fiscal accountability and program effectiveness, United Way partner agencies are able to leverage many additional dollars from government and other grantors.
7. **Because no agency or program can do it alone.** It takes coordination and an entire network of programs to keep our communities strong – and that's what United Way provides. With a deep network of relationships with government, education, community and business leaders, health and human service experts, volunteers and donors, United Way is uniquely positioned to provide the leadership and resources to get things done.
8. **Because your gift will address the greatest needs.** United Way focuses on the most important human care issues of our day. From affordable housing to education to healthcare access to economic self-sufficiency to crisis support - United Way works to address the greatest challenges facing people in each community.
9. **Because we all benefit from United Way.** From programs that help our neighbors and even our own families cope in the face of home fires or other unexpected crisis, to programs that help working families overcome life's challenges and remain self-sufficient – each of us has inherited a wealth of community support services that has helped improve the quality of life in our region. It is up to each of us to protect and sustain it.
10. **Because your gift will change people's lives.** United Way donations have made possible what seemed impossible for people right here in our community. For example, Tom was "falling through the cracks" in the service system. After losing his job due to a work-related injury, he was unable to keep up with his mortgage payments and lost his town home. Despite having physical and intellectual disabilities, Tom did not qualify to receive supports through county social services. At the time his sister referred him to Arc Northland, Tom was living in a motel and picking up short-term jobs at a day-by-day labor service, worrying that he would soon be living on the streets. Arc staff worked with Tom to help him attain health insurance, supported employment that will provide him with a steady income, and an apartment. Tom's family is relieved to know that he is safe, and Tom is happy to feel like a productive citizen again.