

CREATING A THRIVING COMMUNITY.



United Way
of the Southern Tier

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GIVING MOMENT COMMUNICATIONS TEMPLATES

The following communication templates are intended to assist you in communicating to your employees about United Way of the Southern Tier's strategic priorities and the importance of the work in our community. The image files can be downloaded individually by clicking on the images throughout this document, or you may access the full folder of resources at [this link](#). If you have any questions, please contact Maleaha Smith at msmith@uwst.org or by calling (607) 377-5834.



United Way
of the Southern Tier

THIS IS YOUR MOMENT TO BE A GAME CHANGER!

**JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.**

**GIVE 1%. GIVE 10%. GIVE 110%.
GIVE AN HOUR. GIVE A SATURDAY.**

THINK OF WE BEFORE ME.

**REACH OUT A HAND TO ONE AND
INFLUENCE THE CONDITION OF ALL.**

**IMPROVE THE QUALITY OF
LIFE FOR EVERY PERSON
AND EVERY FAMILY IN OUR COMMUNITY.**

CREATE A THRIVING COMMUNITY



IMPROVING THE QUALITY OF LIFE FOR EVERY PERSON AND EVERY FAMILY.

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United Way
of the Southern Tier

UNITED FOR OUR MISSION

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We are on a mission to change lives forever in Steuben and Chemung Counties.

We unite donors and volunteers with organizations who are focused on creating opportunities, producing real results, and changing lives in the areas of:

- early childhood success
- basic needs
- senior supports



United Way
of the Southern Tier

United Way of the Southern Tier works to **unite and prioritize** resources **to improve** the quality of life for every person and every family in our community.



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UNITED FOR CHILDHOOD SUCCESS

Did you know that children who are not reading at grade level by the end of third grade are four times more likely to drop out of high school? Or that over the last decade, 37 percent of third-graders in Chemung and Steuben counties were not reading at grade level? The goal of our Kids on Track initiative is to ensure all children are reading at grade level by age 8, so they are set up for success in school, work and life. We are pulling together the critical players and thinkers needed to ensure kids have the best chance.

School Readiness:

Children start learning at birth. By encouraging the social, physical and emotional development of young children, we lay the foundation for their success in school and life.

Did you know? By age 4, children who live in higher-income households have heard 30 million more words than children from low-income households.

Summer Learning Loss:

During the summer, children need to stay engaged to prevent losses in literacy and other academic areas. Learning programs can mitigate loss and even provide academic gains.

Did you know? By the end of summer, students perform, on average, one to two months behind where they left off in the spring.

School Attendance:

Chronic absence in grades K-2 has been proven to dramatically impact the level of reading proficiency achieved by third grade. Absences ultimately negatively impact students' competitiveness and graduation rates.

Did you know? In our local school districts, data shows the rate of children chronically absent in the early grades (K-3) is nearly twice that of the national average.

UNITED FOR CHILDHOOD SUCCESS United Way of the Southern Tier

Education is the first step to bridging the opportunity divide.

Giving children the skills to succeed in school sets them up for lifelong success and lays a foundation that will span generations to come.

Providing parents with trusted knowledge and tools allows them to be engaged and help the next generation thrive.

Education is the change that lasts!

HELP CHILDREN START SCHOOL READY TO LEARN

PROMOTE THE IMPORTANCE OF SCHOOL ATTENDANCE

PREVENT SUMMER LEARNING LOSS



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UNITED FOR BASIC NEEDS

United Way is committed to taking care of our most vulnerable neighbors. This includes those needing food for themselves and their families, and those needing longer-term shelter, both to prevent and address homelessness.

In Steuben and Chemung Counties, one person in every seven is at risk of food insecurity. Nearly half of all renters spend 35% or more of monthly income on their housing costs.

In addition to meeting basic needs, United Way supports programs that help to educate our neighbors on managing credit, focus on debt reduction, and prepare individuals with knowledge regarding asset-building to provide a more stable future for themselves and their families.

A child's economic circumstances can affect his or her academic success. In the Southern Tier, one in four children under the age of six is living below the poverty level. Where young children are living with a single mother, 59% of those households are living in poverty. That is 20% higher than the New York State average.

For our neighbors aged 65 and older (30,738), 8% are living below the poverty level; that's more than 2,400 seniors.

UNITED FOR BASIC NEEDS

United Way
of the Southern Tier



Poverty isn't permanent.

Too many children, their hardworking parents, and neighbors know too well what it's like to live without.

Without food, a home, a job that offers advancement opportunities, transportation, without the knowledge that college is an option.

Without opportunity.



ACCESS TO WRAP
AROUND SERVICES



FINANCIAL STABILITY
PROGRAMS



TAX-TIME
ASSISTANCE



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UNITED FOR SENIOR SUPPORTS

United Way is committed to helping our senior population age safely in place. This includes those who need assistance to care for themselves, or in accomplishing their activities of daily living in and around the home. This also includes those who need home-delivered meals to meet their nutritional needs, or need transportation to medical appointments or the grocery store.

In Chemung and Steuben Counties, there are more than 48,000 "Baby Boomers" (people born between 1946 and 1964) who are in or nearing their "Golden Years." According to AARP, nearly three-quarters of all Baby Boomers would like to stay in their own homes, or at least in their own communities, as they age.

Feelings of loneliness and isolation can lead to serious consequences for senior health. In Steuben and Chemung Counties, nearly half of all households of those aged 65 and above are seniors living alone. In addition to providing supports that help the elderly age at home for as long as is safely possible, other programming is available to help seniors remain active and engaged.

Nationwide, over half a million grandparents were the persons with primary responsibility for their grandchildren who lived with them. In Chemung and Steuben Counties, over 1,300 grandparents are raising their grandchildren. United Way is making sure family strengthening supports are available to assist grandparents who are responsible for the young people in their care.

UNITED FOR SENIOR SUPPORTS

United Way
of the Southern Tier



Aging doesn't have to be a complex and fearful unknown.

It is important that we support seniors and their desire to age safely in place in an accessible, affordable, and familiar environment.

Many have never asked for help before; many won't ask for help now.



OPPORTUNITY TO
AGE IN PLACE



ACCESS TO HEALTH
CARE AND SERVICES



NUTRITIOUS HOME
DELIVERED MEALS



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OUR APPROACH

OUR APPROACH

United Way
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Breaking the cycles and improving the quality of life for those in our community depends on engaging the entire community. To ensure lasting change, United Way of the Southern Tier utilizes a planned approach:



IDENTIFY

Identify the root causes within our strategy areas of early childhood success, basic needs, and senior supports.



CREATE

Create game-changing impact by investing in solutions that are sustainable, scalable, and measurable.



ENGAGE

Engage our closest supporters and volunteers in our work and provide opportunities for them to get involved.



INVEST

Invest in innovative social ventures to help us address old problems in new ways.



ADVOCATE

Connect our closest supporters with ways to advocate for public policy.



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WE WIN BY LIVING UNITED

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(Link image to video: <https://youtu.be/8liD56K6cic>)



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