



Top 10 Reasons to Support UWBC

1. Because **the need is enormous**. Berks County's unemployment rate continues to rank high, and more people are seeking help to meet basic needs. The request for food assistance continues its upward trend, with some agency partners experiencing an increase of 12% to 35% around calls for food assistance and serving food pantry clients.
2. Because **the resources are scarce**. Many other sources of funding, such as government funding for health and human services, has been declining steadily in recent years. United Way of Berks County raises more money annually than any local non-profit organization and is the largest private funder of health and human services in the community. In this role, and through our leadership and partnerships, we have the ability to direct dollars to the most critical issues, thereby, achieving the greatest community impact.
3. Because **your gift will deliver results**. Every United Way funded program must demonstrate measurable and lasting results, which ensures that your contribution makes the greatest impact possible. It's not about how many kids attend an after school program, it's about how many of those kids achieve academic and life success.
4. Because your donation **does more than fund agency programs**. For example, United Way is working with 13 other organizations to help people gain greater financial independence via the HelpLink Network and the Berks \$ In Your Pocket Coalition. Additionally, United Way awarded several multi-year grants centered on strategic, emerging issues, including focusing on preventative and low-cost programs for the medically underserved Latino seniors.
5. Because your contribution **helps your local community**. United Way does extensive research to understand the needs of our community, how economic conditions create changing needs and helps match the right resources to meet those needs.
6. Because **your dollars leverage more dollars**. Since United Way does such a thorough job of reviewing its funded programs for fiscal accountability and program effectiveness and often serves as a type of "good housekeeping seal of approval", our agency partners are able to leverage additional dollars from other grantors.
7. Because **no agency can do it alone**. It takes a vital network and a coordinated and comprehensive approach to keep our community strong - - and that's what United Way provides. By working with community and business leaders, nonprofits, donors, volunteers and partners, 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 key needs and advances the common good by tackling the issues around primary focus areas, including education, health, income and safety net services.
9. Because **your gift changes people's lives**. Through your support the Shinn family had hospice care available as a loved one suffered from a terminal disease; the Wentzel family received support services as they coped with tragedy from a house fire; Sally, a recent retiree, doesn't have to make a choice between purchasing her medication or healthy food; and kids participating in a United Way funding mentoring program have a 99% graduation rate. Your support makes the difference.
10. Because **we all benefit from United Way**. United Way's work helps maintain our community's treasured quality of life. It takes all of us, united, to protect and sustain it.