



# 2024 KEY TALKING POINTS

**United, we can create a community where everyone can thrive.  
Join the journey and Live United!**

**Mission** - Improving Lives. Inspiring Donors. Uniting Community.

**Vision** - To be the preferred organization investing in education, basic needs, and health in our community.

## GUIDELINES FOR COMMUNITY IMPACT

- Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.
- Reduce the long term need for food, housing, and utility assistance through life skills education and financial counseling.
- Support prevention services so youth and adults are healthy and avoid risky behaviors.

## OUR WORK

- When there is a community need, United Way of Northwest Georgia is there. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility in Whitfield and Murray counties. United Way mobilizes our community into action so all can thrive!
- Over 50 United Way volunteers analyze the needs of the community, making sure your gift goes where the needs are the greatest in Whitfield & Murray counties.
- Over 64,000 lives are changed by our strategic work!
- United Way has a local Board of Directors, who envision a community where every person belongs and every person thrives. It's amazing what can happen with the Power of Community.
- We believe a connected community changes everything! We are always working together with our community to improve economic mobility and ensure everyone has the opportunity to reach their full potential.
- We all win when a child succeeds in school, when families' basic needs are met, and when people make healthy choices. United, We Make the Difference!
- Simply stated - United Way connects people in need with people who can help!

It takes everyone working together to create a better community.  
We invite you to join us! #UnitedWeDoMore