



Leading the Way

Everyone deserves to be a part of a thriving community. That's why United Way brings neighbors, businesses, and community partners together to lead transformational change in Greater New Haven.

Together, we're increasing access to food and stable housing, advancing the well-being of children, creating economic mobility, and working towards a better future for all.

Join us and help lead the way.

Leading the Way for Basic Needs

- Every neighbor should have nutritious food and stable affordable housing.
- Rising costs of food, rent, and child care mean more families in our community are struggling to afford the basics.
- We help families and individuals access healthy food and find and keep safe housing.
- Each year, we connect thousands of people to stable, affordable housing and feed tens of thousands of children and adults through food distributions, pop-up pantries, summer meals for kids, serving prepared meals, and more.

Leading the Way for Children

- Every child can learn, grow, and thrive with quality child care and education.
- We support parents and caretakers, promote children's healthy development, expand access to summer enrichment programs, get books and school supplies to students, and support literacy and math skills.
- United Way works to ensure every child has the stability, resources, and network of relationships they need to grow.

Leading the Way for Economic Mobility

- Every family can build a better life when they have a strong financial foundation.
- We help people develop career skills, offer free tax preparation, and provide financial education and coaching so that people can make, keep, and grow the resources to achieve their goals.

CALL TO ACTION: Donate today. Join us in Leading the Way to a better future for all.

Key Messaging:

- United Way donors are leading the way - improving access to education, food, stable housing, and financial stability so that all can thrive.
- 42% of households in Greater New Haven don't make enough money to afford basic necessities like food, rent, and childcare. In the City of New Haven, it's even more pronounced, with almost 60% of all households struggling to make ends meet.
- For over 100 years, United Way of Greater New Haven has united neighbors to act on our deepest shared values and tackle the challenges that no one person or organization can address alone.
- With our deep roots in the community, generous donors, dedicated volunteers, and local partners, we bring in new voices and drive solutions in our community.
- We design effective solutions to complex community needs. We listen actively to community members, gather data about the challenges and opportunities in our region, learn from other organizations and communities, and then craft solutions that combine evidence-based methods with innovative approaches.
- Because of the broad scope of our work across multiple sectors, we can make connections and innovate new collaborative solutions that lead to greater impact.
- Donate today and lead the way to help our neighbors access food, stable housing, childcare and education, and the resources to build economic mobility.

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