



**United Way of  
Washington County**



**THANK YOU FOR BEING PART OF  
TEAM LIVE UNITED!**



**2022 Campaign Co-Chairs  
YMCA Legacy Team**

# Pacesetter Organizations



25 Pacesetters leading the way! Thank you!

# WHY UNITED WAY?

**Mission: To improve lives and community conditions in measurable and lasting ways.**

- 1. Local nonprofit** that is a top funder of nonprofit programs
  - Money raised here stays here helping neighbors in need
  - Independent/autonomous at local level - Member of United Way Worldwide/All United Ways total as the largest privately held nonprofit in the world (one local community at a time!)
- 2. Lead** an annual fundraising campaign (raised \$1.8M last year)
- 3. We Help People (nearly 10,000 last year) by distributing funds to support** nearly 30 local nonprofit programs, based on
  - Community Need
  - Outcome Measures
  - Alignment with Goals



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# 3 IMPACT AREAS



## EDUCATION

Youth have the skills needed to succeed in school and in life.



## FINANCIAL STABILITY

Families are financially stable and independent.



## HEALTH

Children and adults are physically and mentally healthy.

# United Way Funded Nonprofits

**BIG IMPACT - Your ONE gift supports 27 Programs at 21 local nonprofit agencies.**

- Albrecht Free Clinic
- American Red Cross
- Big Brothers Big Sisters
- Boys & Girls Clubs
- Casa Guadalupe Edu Center
- Catholic Charities
- Easter Seals
- Elevate
- 4C Family Center
- Family Promise
- Family Service
- Friends
- Forward Careers
- Full Shelf Food Pantry
- Interfaith Caregivers
- Kettle Moraine YMCA
- Lakeshore Regional Child Advocacy Center
- NAMI (Nat'l Alliance Mentally Ill)
- Senior Citizens Activities
- The Threshold
- Youth and Family Project

# Additional Support

## NEW: Mental Health Initiative

- Investing in two new counseling programs for youth through Catholic Charities and Youth and Family Project – identified as top local need focused on underinsured/not insured

## 2-1-1 Helpline

- Simply call 211 on Phone
- Connecting residents to community programs
- First call referrals with 24/7 trained counselors



2022 United Way Campaign

# DRIVENTO GIVE

IT'S EASY AS 1-2-3!

Make a weekly pledge for the chance to win one of these great prizes.

2022  
Incentives  
Give-a-ways!!!

\$**3**/WK  
\$156 total

**BRAND NEW CAR!**

2022 Toyota Corolla Hybrid

Sponsored by  
Russ Darrow



\$**2**/WK  
\$104 total

**\$1,000 VISA  
GIFT CARD**

Sponsored by R&R Insurance

\$**1**/WK  
\$52 total

**65" LG  
4K SMART TV**

Sponsored by Bergmann Appliance

**BONUS PRIZE**

**YEAR OF DINING** - \$600 in gift cards to Washington County restaurants



Donors will be automatically entered into the drawing for all qualifying categories. See prize details at [UnitedWayOfWashingtonCounty.org/DRIVEN](http://UnitedWayOfWashingtonCounty.org/DRIVEN)



**BE A LEADER.  
DOUBLE YOUR  
DONATION.**



## **Individual and Corporate Giving Challenge**

Any NEW or INCREASED gift of \$1,200 or more will be matched dollar-for-dollar by West Bend Mutual Insurance Company.



# Story of Impact

- Video - Local Family:

[Finding a Way - United Way of Washington County 2022 Campaign - YouTube](#)

- If you've given in the past, THANK YOU! We hope to count on your continued support.
- If you've haven't given, please consider \$1, \$2, \$3 a week donation out of your paycheck/payroll deduction...an efficient way to give and help.

*THANK YOU for supporting  
local neighbors in need!*

**LIVE UNITED**

**[UnitedWayOfWashingtonCounty.org](http://UnitedWayOfWashingtonCounty.org)**



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