



Sample Messaging for Newsletters, Bulletin Boards, Screens, etc.

- United Way of Greater Stark County fights for the health, education and financial stability for every person in Stark County.
- With your gift, you help build a healthier community, help children succeed in school and help families become financially stable.
- When you give a gift to United Way of Greater Stark County, you are not supporting one cause or one agency. You are supporting a wide range of services helping people with a wide range of needs.
- Hundreds of trained volunteers make sure every United Way of Greater Stark County funded program is well-run, efficient and most importantly, gets results.
- United Way of Greater Stark County partners with 37 agencies to provide 68 programs, one collaborative and direct services.
- The people who benefit from United Way of Greater Stark County funded programs may be friends, neighbors, co-workers or even members of your family.
- The Volunteer Income Tax Assistance program (VITA) completed more than 4,600 federal and state tax returns. As a result, over \$3.2 million was brought back in to Stark County through refunds, Earned Income Tax Credits and Additional Child Tax Credits.
- The fastest way to help someone in need is to have them call 2-1-1, the United Way of Greater Stark County's referral system. Trained service specialists can answer questions on where to go for specific needs. In 2017, 2-1-1 answered a total of 23,408 phone calls, live Chat sessions and emails from residents in Stark County. The top three basic needs are food, utility assistance and housing.
- United Way of Greater Stark County takes great pride & fiduciary responsibility in making sure their overhead costs stay at 14.1%. This is lower than other United Ways our size and lower than the industry standard.
- The estimated Return on Investment for every dollar given, \$1.86 is returned to the community.
- When you give a gift to United Way of Greater Stark County, you do the most good for the most people because United Way does what no one agency can do alone – which is to get your dollars to where they are needed most.