

## 2011 Campaign Message Points

This year's United Way theme is *LIVE UNITED: Give. Advocate. Volunteer*. These three calls to action will benefit Ontario County by addressing and solving needs within our community.

### GIVE

*Giving means* making a significant impact on your community by donating to the annual fund. When you reach out a hand to one, you influence the condition of all. When you give you help build our neighborhoods and bolster our communities. When you give you create change.

#### **GIVING UNITED:**

- **Makes a local impact. Your donation to United Way goes where you want it to — making an impact on the quality of life for your family, neighbors and friends.**
- **\$1 per week provides a bus token for 52 elderly people to get to a doctor appointment or grocery shopping**
- **\$10 per week provides one night of emergency shelter for 104 individuals who are homeless due to disaster**
- **\$20 per week Installs a ramp in a person's home allowing them to remain active in their community despite their disability**

### ADVOCATE

*Advocating* means speaking up for issues you are passionate about. Champion a cause, tell your friends, write a letter, be visible and engage decision makers and policy leaders to help address our most important community needs.

#### **ADVOCATING UNITED:**

- **United Way is the leading resource for identifying community needs and convening providers and volunteers to solve them together.**
- **United Way, Ontario County government and other not-for-profit organizations conducted a county-wide needs assessment identifying the needs in our county.**
- **United Way of Ontario County will make Ontario County a better place to live by contributing to the development of its children into healthy, better educated, secure, and community-minded citizens.**
- **The United Way Board of Directors offers assurance that your donation is helping to provide multiple solutions through a network of human service providers who help people with a wide array of needs.**

### VOLUNTEER

*Volunteering* means contributing the overall well-being of our community; meeting new people, learning new skills and most importantly, sharing your talents and expertise with others. *LIVE UNITED* by giving one of the most valuable gifts; your time.

#### **VOLUNTEERING UNITED:**

- **Over 700 volunteers participate in the Annual Day of Caring doing everything from building & painting walls to reading to children to taking the elderly shopping, etc.**
- **In conjunction with the Day of Caring, thousands of pounds of food is collected, sorted and distributed to food cupboards throughout Ontario County**
- **Hundreds of volunteers are involved daily with United Way: board of directors, committee members, campaign coordinators, service providers – the list is endless.**
- **A team of local volunteers invest funds in programs that provide measured results and address our community's most pressing needs.**