



# JUST THE FACTS: A UNITED WAY OVERVIEW

- **UNITED WAY of GREATER MILWAUKEE** is the largest investor in health and human services in our community.
- **UNITED WAY** has strategically invested more than \$1 billion into our community's most serious problems, creating positive change for hundreds of thousands of people in the Greater Milwaukee area each year.
- Best of all the dollars raised here stay here. **UNITED WAY's** reach extends beyond Milwaukee County into suburban and rural areas throughout Ozaukee, Washington and Waukesha Counties.
- In funding over 160 programs at 80+ agencies, **UNITED WAY** serves a wide spectrum of people through all of life's stages.
- To achieve its goal, United Way focuses on three critical issue areas: **EDUCATION, INCOME** and **HEALTH**, the building blocks to a better life.



**PROBLEM:** Today's young Americans are less likely to earn diplomas than their parents, a distinction not shared by any other industrialized country.

**SOLUTION:** United Way is changing that reality and boosting every child's chance for success in school, work and life.



**PROBLEM:** As many as one-third of working Americans do not earn enough money to meet their basic needs and have no ability to save for college, a home or retirement.

**SOLUTION:** United Way provides tools that help families increase and maximize their income to meet daily expenses, and begin the longer-term process of saving and building assets.



**PROBLEM:** About one in six Americans is uninsured. Of the uninsured, 80% are from working families.

**SOLUTION:** United Way ensures people have access to resources to live healthy lives, from prenatal programs through end-of-life care.

- **UNITED WAY** operates at a high rate of efficiency, investing almost 90 cents of every dollar raised into community problem solving. This far exceeds the 65-percent minimum considered acceptable for a nonprofit to be living up to its mission according to Charity Navigator, the industry watchdog for nonprofits.
- Join 68,000 donors and volunteers to help us tackle our community's most critical problems by committing yourself to change – Give. Advocate. Volunteer. That's what it means to **LIVE UNITED**.

Contact United Way to learn more about getting your organization involved: 414.263.8328.