WHO WILL FIGHT TO HELP PEOPLE IN NEED?
TOGETHER, WE WILL.
OUR MISSION:

Unite and mobilize communities to create positive, lasting change for people in need.

WHY THESE WORDS?

Unite and Mobilize. Our focus and ability to unite communities and harness their power, their expertise, and their commitment to create better lives for those in need is what sets us apart from other nonprofits. The large, challenging issues that we take on require everyone pulling together to create lasting solutions.

Positive, Lasting Change. We and our supporters – both donors and volunteers – are motivated and focused to create permanent change. Not “band-aid” solutions.

People in Need. We serve those in need, whether that need comes from a sudden setback or the daily struggle to simply make ends meet.
OUR FOCUS:

We focus on improving two foundations of better lives: Financial Opportunity and Educational Success.

OUR GOALS:

Financial Opportunity.
Our goals are that individuals and families have safe housing, healthy food, and quality childcare. That they have a job that allows them to support themselves and their family. And that they have access to financial tools and coaching to help them build a better future.

Educational Success.
Our goals are that children enter school ready to learn, develop critical social and academic skills, and get the support they need to stay in school and graduate.

LEARN MORE: UNITEDWAYMASSBAY.ORG
OUR APPROACH:

To ensure your donation delivers the most impact:

• We *identify* the most pressing issues and *target* resources to the areas of greatest need.

• We fund the *most effective* nonprofits and programs, *measure their progress* against agreed upon objectives, and provide them with *extensive support*.

• We provide *unrestricted funds* to our nonprofit agency partners. This allows each agency to apply the funds *where they are needed most, to deliver the greatest impact*.

• We *harness the power of communities working* together – individuals, businesses, nonprofits, and government agencies – *to deliver lasting change*.

• We *mobilize thousands of volunteers* to help those in need.
OUR STRATEGIES:

FINANCIAL OPPORTUNITY

• We support nonprofit agencies with proven success in helping:
  – Homeless individuals and families get housing;
  – Individuals and families on the brink of homelessness stay in housing.

• We advocate for new programs to address homelessness.

• We support and fund nonprofits with proven success in workforce development, including:
  – Job training and placement;
  – Career coaching and advancement.

• We operate Financial Opportunity Centers.
  These are “one-stop shops” that provide comprehensive training in financial skills, including: creating and managing a budget, establishing a savings plan, building a strong credit rating, and buying a home.
Being a Marian L. Heilman Scholar means...

DREAMS COMING TRUE

LIVE UNITED
United Way
• We support agencies and programs that provide quality childcare and cultivate children’s social and emotional skills.

• We ensure that preschool developmental screening is available to children, and that children who need interventions receive them.

• We support after-school programs with proven success at:
  – Building academic, social, and emotional skills;
  – Teaching perseverance.

• We support summer learning programs that have proven to offset summer learning loss.

• We improve middle school students’ skills in science, technology, engineering, and math.

• We connect youth with strong mentors through scholarship and entrepreneurship programs.

LEARN MORE: UNITEDWAYMASSBAY.ORG
TOGETHER, WE CAN DO MORE THAN ANY OF US CAN DO ALONE

— WE FOCUS ON TWO FOUNDATIONS

FINANCIAL OPPORTUNITY

– Safe housing, healthy food, and quality childcare;
– Job training and placement;
– Access to financial tools and coaching.
We deliver the greatest impact by:

- **Identifying** the most pressing issues and **targeting** resources to the areas of greatest need.

- Funding the **most effective** nonprofits and programs, **measuring their progress** against agreed objectives, and providing them with **extensive support**.

- Providing **unrestricted funds** to our nonprofit agency partners. This allows each agency to apply the funds **where they are needed most, to deliver the greatest impact**.

- **Harnessing the power of communities working** together – individuals, businesses, nonprofits, and government agencies – **to deliver lasting change**.

- **Mobilizing thousands of volunteers** to help those in need.

**EDUCATIONAL SUCCESS**

- Enter school ready to learn;
- Develop critical social and academic skills;
- Get the support they need to stay in school and graduate.
TO LIVE BETTER
WE MUST
LIVE UNITED.

GET INVOLVED
UNITEDWAYMASSBAY.ORG