



How I LIVE UNITED

MY NAME IS MIKE.

I believe with all my heart that everyone deserves a chance to be all they can be. I also know that there are a lot of people who don't have the kind of opportunities that I had – a solid education, a job I love, and good health. That's why I'm involved with United Way.

Whether I'm supporting the annual Campaign, serving on the Board, or rolling up my sleeves and getting my hands dirty on the Day of Caring, I know that I'm part of something greater than me. I'm part of a movement that will help everyone in Erie County have the same chance that I have - and that my kids have - to build a happy, healthy, successful life. I can't think of a better way to spend my spare time.

That's why I don't just wear the shirt, I live it.

Mike Keating, Wegmans Senior VP Buffalo Division



**HOW TO
LIVE UNITED:
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%.
GIVE AN HOUR.
GIVE A SATURDAY.
THINK OF *WE* BEFORE *ME*.
REACH OUT A HAND TO ONE AND
INFLUENCE THE CONDITION OF ALL.**

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™

www.uwbec.org

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Advancing the COMMON GOOD

United Way is working to advance the common good by focusing on education, income and wellness. These are the building blocks for a good life - a quality education that leads to a stable career, enough income to support a family through retirement, and health care and social connections that promote long-term good health and independence.

Our goal is to create long-lasting changes that prevent problems from happening in the first place.

We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to **LIVE UNITED**.

WHY EDUCATION, INCOME AND WELLNESS?

Erie County is home to the third poorest city in our nation. Poverty can have far-reaching effects, from lower educational achievement to limited access to basic health care. Your United Way is working to lift up our entire community by ensuring that everyone has access to education, income, and wellness - the foundation of a good life and a thriving Erie County.

EDUCATION

CHILDREN AND YOUTH REACH THEIR POTENTIAL THROUGH EDUCATION

- Getting young children ready for school through early learning opportunities and supports at home and in child care settings
- Partnering with schools and parents to improve graduation rates
- Working towards quality afterschool opportunities for all children and youth in need

INCOME

ALL PEOPLE ATTAIN FINANCIAL STABILITY AND INDEPENDENCE

- Helping families in crisis access needed resources
- Empowering people through financial education
- Ensuring a brighter financial future through education, employment, and home ownership

WELLNESS

CHILDREN AND ADULTS ACHIEVE AND MAINTAIN GOOD HEALTH

- Helping adults over age 65 manage their health conditions and develop social networks in order to live independently.
- Ensuring that families and individuals of all ages live in a safe, secure and healthy environment.
- Providing children and adults, especially in lower to middle income households, with access to timely, regular health care.



GIVE.

United Way is the easiest and most powerful way to invest in your community. You can give through payroll deduction at your workplace, through a direct gift, or by credit card. United Way makes it easy to make a difference.

ADVOCATE.

You can make changes happen with your voice. Get informed. Tell your friends. Write a letter to the editor. United Way needs people who are passionate about education, income and wellness to make some noise.

VOLUNTEER.

United Way of Buffalo & Erie County's Volunteer Center connects people of all ages to volunteer opportunities with dozens of local nonprofits. For more information on volunteering with the United Way, please contact the Volunteer Center at 887-2670 or volunteer@uwbec.org. Visit our website, www.uwbec.org, and discover Volunteer Solutions. Their comprehensive database lists hundreds of volunteer opportunities in Western New York.