



NOW MORE THAN EVER

2008 Campaign: Account Call Talking Points

United Way exists because people need help, and people want to help.

We believe that Erie County can be a thriving community where all people's needs are met, and aspirations are achieved. As caretakers of our community's aspirations, we're committed to achieving that vision.

It's no secret that Erie County is facing challenging times – our entire nation is struggling with skyrocketing prices on everything from milk to gasoline. For many of us, these price increases are little more than an inconvenience. But there are hundreds of thousands of people in Erie County who live below the poverty level. As the cost of living goes up, those who were barely getting by to begin with are now being forced to make choices between putting food on the table and putting gas in their cars.

Education, income and wellness are the building blocks to a better life. When everyone in our community has these building blocks, we all win. United Way is working to create opportunities for every child to be successful in school, from kindergarten through graduation. With a solid education, it's easier to find – and keep – a satisfying job that pays a good wage. With a good job, everyone can have a home, build a family, and care for that family now and into the future.

Through Success By 6™ and Closing the Gap in Student Performance, United Way is helping educators help kids succeed in school. Creating Assets, Savings and Hope (CASH) helps hardworking families build their resources by providing tax preparation, financial education and asset building. And 2-1-1 Western New York connects people with the services they need – every hour of every day.

This work is the heart of United Way. It's about reaching out a hand to one, and influencing the condition of all. We're asking everyone in Erie County to LIVE UNITED, by giving, advocating and volunteering to ensure that everyone in our community has equal access to the building blocks of a good life.

Each of us has something to share – a dollar, an hour, a voice. When we **give together**, **work together** and **speak together**, we create a community where every child finds joy in learning, every family has a place to call home, and every person has hope.