

United Way of Greater Greensboro

Mission: Improve lives by mobilizing and uniting the caring power of our community.

Vision: LIVE UNITED in a thriving community.

Key Messages:

What: United Way is the leader in convening diverse people and organizations who bring the passion, expertise, and resources to address essential human service needs. Our focus is on education, income stability, and health.

Why: We are creating solid foundations in the areas of education, income stability, and health, because these are the building blocks for a quality life. We all win when children succeed in school, families are financially stable, and people are stronger and healthier.

How: United Way does the critical, and sometimes invisible, work required to reach our community goals. United Way funds, evaluates, and effectively communicates results.

Call to action: Be a part of the change. You can **GIVE, ADVOCATE, & VOLUNTEER**. That's what it means to **LIVE UNITED**.

How can I get involved?

GIVE: Together with our donors, United Way is addressing the most pressing needs in our community. Financial support from individuals, corporate partners and foundations is critical to advancing meaningful, measurable change in our community.

ADVOCATE: Champion a cause and share your voice. Wear the **LIVE UNITED** shirt, follow us on **Facebook** and **Twitter**, and/or write your thoughts for us to share on our **blog**.

VOLUNTEER: United Way of Greater Greensboro has many volunteer opportunities. **Be a Mentor**, participate in one of our **Engagement Groups**, or **Run a Workplace Campaign**. Share your expertise on our **Voices. Choices. task forces** or **Community Impact Focus Area Committees**.

LIVE UNITED: Become a member of an **Engagement Group**: Committed annual donors who collectively Give, Advocate, & Volunteer.