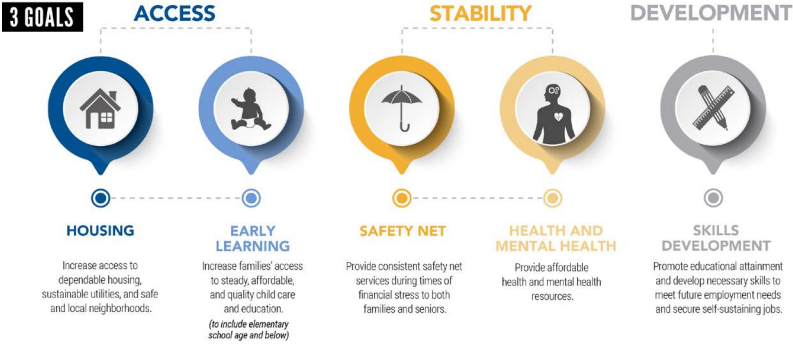


For more than 81 years, United Way of the Big Bend has evolved to meet the needs of the times. Today, our community needs UNITED WAY more than ever.

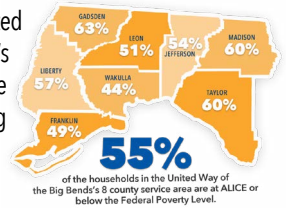
## UWBB FOCUS AREAS—ALICE & BELOW

Economic Empowerment Through Workforce Enablement for Those at or Below The ALICE Threshold

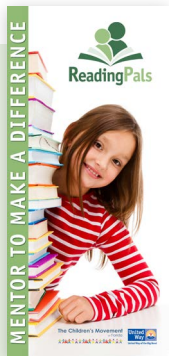


**5 O U T C O M E S**

**UWBB** has long been the region's trusted leader for addressing our community's most vital concerns. We also recognize the importance of staying relevant by keeping up with those ever growing needs and changing philanthropic landscape.



Today our focus is guided by the **ALICE Report** and other community data. **ALICE** is the acronym for **Asset Limited, Income Constrained, Employed** – those living in poverty and at the edge of poverty. The most recent Report provides clear yet startling pictures of our neighbors struggling to make ends meet and of those living in poverty. On average, **55%** of households in the Big Bend region cannot afford the basic costs of living; a number which equates to over **94,310** struggling families. Our strategic direction positions **UWBB** to be more effective than ever in serving as the trusted strategic leader and convener for identifying and addressing the needs of families in the **ALICE** population.



**ReadingPals** is an Early Learning initiative administered through a partnership between UWBB and Leon County Public Schools with the help of local community partners providing volunteer mentors for students from Voluntary Prekindergarten (VPK) to 3rd Grade who may need extra help; utilizing one-on-one or small group settings, it builds meaningful relationships with young children helping them to improve social-emotional development and early learning literacy skills.

Over the course of the 2023-2024 school year, **114** children in **17** elementary schools including a Pre-K program received **2,428** hours of mentoring and early literacy and reading skills practice to support reading comprehension by **105** mentors trained to use literacy lessons and activities developed by educators. Our ReadingPal children participants are pre- and post-tested on reading skills, and **87%** of them made literacy gains, as measured by school administered standardized assessments.

**MATHPals** is an education initiative with one-to-one matching of caring mentors with elementary school students in extra need of help developing essential math skills; mentors choose the school and day that best fits their schedule reporting during after-school programs for one hour/week throughout the school year utilizing math curriculum created by UWBB and the LCS District tailored to meet students' mathematical needs.



The **REALITY STORE** is a financial simulation where teenage students are assigned careers and make real world decisions about budgets & lifestyles providing a fun and effective way for teens to learn basic skills in financial planning & responsibility, goal setting, decision making and career planning as well as clarifying the need for young women and men to examine their attitudes about their future and career expectations.



The **Read United** initiative provides volunteers an opportunity to share the love of reading with children in our community over a week-long event in early spring and fall each year; each participating 1st Grade classroom at Title I schools & early childcare program receives a set of books thanks to our Read United presenting sponsor resulting in countless smiles and widespread inspiration for reading.



Since 2005, **VITA** volunteers have filed over **32,726** tax returns saving taxpayers more than **\$7.3 Million**

**VITA, VOLUNTEER INCOME TAX ASSISTANCE** program offers free tax return preparation and electronic filing to qualified low- and moderate-income individuals and families through IRS-certified volunteers.



**Smile United**, is a pediatric dental care initiative, in partnership with Florida Blue and Leon County Schools, provides beneficial dental services to second & sixth grade students in Title I schools across Leon & Gadsden Counties including dental assessments, dental cleanings, oral health education, fluoride varnish and sealants.





**WOMEN UNITED** is an affinity group within UWBB comprised of women leadership givers who are passionate and committed to the work of the United Way and are an influential force of women philanthropists who give, advocate, and volunteer to impact the lives of women, children, and families throughout the Big Bend through two critical fundraising events each year: The **Women's Leadership Breakfast** in late fall and **Power of the Purse** in early spring.



**Emerging Leaders United (ELU)** is an affinity group comprised of young professionals passionately working to build community partnerships and outreach through volunteering, networking and fundraising opportunities in the community. Engagement in this group allows young professionals to create impact through volunteer projects such as Day of Doing as well as planning, promoting, and executing a community-wide fundraising event contributing to the financial impact of our overall community campaign.



## STUDENT UNITED

**Student United Way** is a collection of students in public and private elementary, middle, high school, and college students focusing on local outreach and becoming active members of the local community both on and off campus through education, **FUNdraising**, and service. **SUW** members participate in the annual **DAY OF DOING** contributing to local UW partner agencies serving our community."



## BECOME A UNITED WAY LOANED EXECUTIVE



FOR A UNIQUE PROFESSIONAL DEVELOPMENT OPPORTUNITY

The **Loaned Executive** serves as an ambassador supporting our United Way community workplace campaigns giving companies high visibility while providing career-enriching leadership, team building, & communication skills and strengthening company relationships with other organizations through shared contacts & working relationships while making a difference in our community.



IDEAS FOR YOUR WORKPLACE GIVING CAMPAIGN



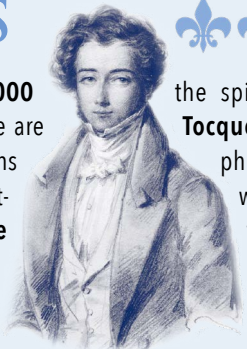
**FUN RAISING GUIDE**  
ACTIVITIES & EVENTS  
LIVE UNITED

## WORKPLACE CAMPAIGNS

A Workplace campaign unites employees in all offices and branches of a company and gives them an opportunity to donate, volunteer and speak out for causes that matter to them, strengthening connections between employees and their community. Results are seen in your own backyard even as you are part of a larger mission to affect change worldwide.

## MAJOR GIFTS

**Major Gifts** are donations exceeding \$5,000 and up to \$9,999. \$10,000 and above are considered **Tocqueville Society** donations so named for the renowned French political philosopher **Alexis de Tocqueville** who admired three elements in North American society: liberty, equality, and



the spirit of neighbor helping neighbor. **Tocqueville Society** recognizes local philanthropic leaders and volunteers who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues.

## LEADERSHIP GIVING

**Leadership Giving** is a program that identifies, solicits and recognizes individual donors who make annual gifts that range from \$1,000 to \$4,999.

**TOGETHER WE DO MORE**