

4 Days of United Way Talking Points

Day One: About United Way of Henderson County

- United Way has been supporting Henderson County since 1953. They support the health, education, financial stability, and basic needs of everyone in our community
- They do this by partnering with and funding carefully selected local nonprofits, and connecting neighbors in need with local resources that help make life better.
- Teams of local volunteers carefully review and monitor the funded nonprofits to make sure donor dollars are being used wisely and well.
- Over 35,000 people are served each year through the work of United Way of Henderson County.

Day Two: Your impact and resources

- United Way believes in making our community stronger. They are working to organize and mobilize community resources to improve lives of Henderson County residents.
- For every dollar raised, they put over a dollar back into improving our Henderson County community.
- When everyone contributes a little, the impact is a lot, Because of you, our community is a better place to live and over 35,000 people are assisted each year.
- There are a lot of resources available to help people in Henderson County. If you know someone who could benefit from assistance, or would like to learn more about local resources, call 2-1-1 or visit NC211.org

Day Three: Your United Way Donation

- United Way and your company partner to make it easy to give through payroll deduction.
- When you give to United Way's Community Investment Fund you are supporting 19 local nonprofits, all with one gift. A list of these nonprofit partners can be found in their brochure and also on the back of the pledge card. They include Boys & Girls Club, Habitat for Humanity, Safelight, Blue Ridge Literacy Council, Council on Aging, and The Free Clinics.
- For those who prefer to give to a specific focus area, you can do that too! You can also select a specific nonprofit partner, or donate to another county, all through your donation to United Way. See the pledge card for details.

Day Four: Examples of United Way's work.

United Way supports health, education, financial stability, and basic needs. Examples of this work include:

- Supporting Affordable Housing: United Way is working to increase the number of families and individuals who have affordable, safe, and decent housing.
- Supporting Healthy Youth Behaviors: United Way is working to decrease risky and harmful behaviors including misuse of substances among middle and high school youth.
- Supporting Basic Needs and Crisis Services: United Way is working to temporarily provide resources like food and emergency shelter to residents in crisis.
- And so much more. With one gift to United Way, you are providing critical support to your community, and when you give through payroll deduction, you can easily spread your gift out over the year to make it easier to contribute.
- For any questions about United Way and their work in Henderson County, visit www.liveunitedhc.org. We hope you will join this important cause and consider making a donation today.