

what matters.™



what matters™ : Strengthening families and promoting self-sufficiency for individuals

United Way creates results that strengthen families and promote self-sufficiency for individuals. Working with local programs and initiatives with a common set of goals, United Way focuses on what matters:

What matters: Strong families

United Way is helping families confront and overcome serious problems that can break them apart and put children at a disadvantage in school - and in life. Your support of United Way results in:

- Reductions in family violence and/or abuse
- Increased child safety
- More parents and caregivers actively involved in children's lives and schools
- More basic family needs being met
- Lower rates of family disruption and higher rates of family reunification

What matters: Self-sufficient individuals

Your support of United Way creates greater self-sufficiency for people in our Mid-South community. United Way programs and initiatives focus on making people more independent and more able to contribute to society by working to:

- Improve physical well-being and stability of living conditions
- Improve access to physical and mental health care
- Increase levels of technical, job and educational skills
- Improve literacy, job placement and average wage earnings
- Increase savings and asset-building skills and reducing debt



Strengthening families and promoting self-sufficiency for individuals



Helping children and youth succeed



Enhancing the lives of adults with disabilities and seniors



Building vital and safer neighborhoods



Maintaining a community safety net

Your support of United Way of the Mid-South makes a difference in people's lives... and that's what matters.™