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United Way of  
North Central Ohio

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Visit [unitedwaynco.org](http://unitedwaynco.org) or scan this QR code to learn more about United Way of North Central Ohio.

Dear United Way Workplace Campaign Coordinator:

**United by Bold Goals for our community.**

As we launch the United Way of North Central Ohio 2021 Community Campaign, our team is filled with optimism for the year ahead.

It's no secret that 2020 was a dismal fundraising year at non-profits around the country, and the long-term effects of the pandemic continue to make life difficult in our region. But we are heartened by the unfailing energy and commitment of our United Way community and know that we are uniquely positioned to leverage gifts from donors like you to make bold changes in the lives of our neighbors and friends in Crawford, Marion, and Wyandot counties.

**Collaborative effort. Collective community impact.**

Organizations behind the projects and programs facilitated and funded by United Way worked tirelessly to meet the emergency needs of community members affected by COVID-19 and we are in awe of the creativity and dedication they showed in finding ways to provide vital services under pandemic restrictions. With help from United Way, collaborations and coalitions were formed to share resources, time, and talents, increasing the impact made through our investment.

Despite it being an exceptionally difficult year for our team and our community partners, the pandemic has brought greater clarity to our mission at UWNCO. Our merger — three independent United Ways joined into a regional organization serving three counties — allowed us to tighten our belts and greatly reduce our administrative costs while expanding funding opportunities and supporting tri-county initiatives. We've been able to shift our focus from "dollars raised" to "impact made" while our continued commitment to Results-Based Accountability (RBA) means we are paying close attention to how and why programs are working.

**Successful children, healthy families, and self-sufficient residents.**

With your help, we are tackling the biggest systemic challenges in our region and building a community filled with successful children, healthy families, and self-sufficient residents. All of the community impact projects and programs supported by your donations to United Way are working toward one or more of these Bold Goals for the region:

**Successful Children:** Bold Goal 1 programs are improving early childhood literacy, providing mentorship opportunities, and increasing rates of kindergarten readiness & high school graduation.

**Healthy Families:** Bold Goal 2 projects work to create vibrant neighborhoods, provide safe & affordable housing, increase quality of life, and provide access to mental health services.

**Self-Sufficient Residents:** Bold Goal 3 programs are providing access to workforce development services, job training, and credit counseling & money management programs.

We invite you to support your community through a gift to United Way and urge you to advocate for impact by sharing our mission with family and friends. Together we can make real changes in the lives of real families in north central Ohio.

Thank you for Living United!

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