

LIVING LOCAL giving local



ON THE ROAD TO BOLD IMPACT 2023-2024 COMMUNITY CAMPAIGN

United
Way



United Way
of North Central Ohio

ON THE ROAD AGAIN

Everything we do in the community is through the support of our donors. Donors have an integral place at the United Way table, helping to shape our mission and drive the direction of our impact funding.

- Amber Wertman, UWNCO Executive Director



Dear North Central Ohio Community Member:

Our 2023-2024 United Way of North Central Ohio Community Campaign is officially launched! After two successful post-pandemic campaigns, we've set our sights a little higher this year with a new goal for the new campaign and big plans for bold impact.

PEOPLE ARE OUR HEART, DONATIONS ARE OUR OXYGEN

Our work relies on the compassion, creativity, and commitment of our staff, local nonprofit impact partners, community members, and volunteers to facilitate significant impactful change in the region and to ensure every member of our community experiences a life lived to the fullest potential.

While people are the heart of our work, donations are the oxygen. We are counting on the continued generosity of residents and businesses across the region for help funding the Bold Goal programs and projects working to fill Crawford, Marion, and Wyandot with successful children, healthy families, and self-sufficient residents.

ALICE IN OUR COMMUNITY

At UWNCO, we are committed to serving the needs of ALICE households in our community. ALICE means Asset-Limited, Income Constrained, and Employed. ALICE families are working but not earning enough to keep abreast of the rising costs of living. Read more about ALICE in Ohio on the last panel of this mailer.

UNITED FOR IMPACT

In keeping with our commitment to collective impact, we actively fund and facilitate UWNCO United for Impact community coalitions in the region. Current United for Impact coalitions include groups working on transportation, housing, and child care.

We hope you consider supporting your community with a gift to United Way and urge you to advocate for #BoldGoal impact by sharing our mission with family and friends. Together we can make real change in the lives of real families in north central Ohio. #LiveUnited

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UWNCO BOARD OF DIRECTORS

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Board President
POET Biorefining

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OUR COMMITMENT TO DIVERSITY, EQUITY, & INCLUSION

United Way of North Central Ohio fights to ensure that every person in every community has equitable opportunity to lead a happy, healthy, self-sufficient life. We are committed to leveraging all of our assets to create a more equitable and inclusive community. See our Diversity, Equity, & Inclusion pledge at unitedwaync.org/diversity-equity-inclusion.

100% LOCAL

United Way of North Central Ohio is an independently incorporated non-profit organization governed by a board of local volunteers and staffed by individuals who live and work in the communities we serve. We are 100% local – donations to United Way help improve life for neighbors and friends in Crawford, Marion, and Wyandot counties.

United Way of North Central Ohio has earned a Candid Platinum Seal of Transparency and our staff members are certified in RBA.

Platinum
Transparency
2023

Candid.

CLEAR
IMPACT
ACADEMY

Certified
Results-Based Accountability™
Professional

RBA AND COLLECTIVE IMPACT

At UWNCO, we use RBA (Results-Based Accountability) to make sure your donor dollars are making a large and lasting impact in the community.

HOW MUCH DID WE DO?

HOW WELL DID WE DO IT?

IS ANYONE BETTER OFF?

RBA measures the success of funded projects and programs and can indicate when a change of focus is needed. We also use RBA to evaluate our internal organization - the RBA process identifies what's working and helps us fix the things that aren't.

Collective impact is central to our work at UWNCO and relies on the collaborative efforts of local agencies, organizations, government, and community members to bring measurable bold impact to the region. By funding and facilitating programs and projects following the collective impact framework and using RBA as a measurement tool, we are building communities filled with successful children, healthy families, and self-sufficient residents.



Learn more at unitedwaynco.org.

A GIVING GUIDE FOR YOUR ANNUAL PAYROLL DEDUCTED GIFT

DOLLARS PER PAY PERIOD	TOTAL ANNUAL CONTRIBUTIONS		
	24 PAY PERIODS	26 PAY PERIODS	52 PAY PERIODS
\$5	\$120	\$130	\$260
\$10	\$240	\$260	\$520*
\$20	\$480	\$520*	\$1,040*
\$50	\$1,200*	\$1,300*	\$2,600*

*Qualifies for Leadership Giving level

THREE BOLD GOALS



All of the programs and initiatives funded by your donations to UWNCO support one or more of our Bold Goals, working to fill the community with Successful Children, Healthy Families, and Self-Sufficient Residents.

SUCCESSFUL CHILDREN. Long-term solutions to the challenges our community faces begin with supporting children. Our number one Bold Goal at UWNCO is a community filled with successful children. Your donations fund programs working to improve early childhood literacy rates, providing

positive mentorship opportunities, and increasing rates of kindergarten readiness and high school graduation.

HEALTHY FAMILIES. Healthy communities are successful communities. Every person in our region deserves a safe, warm place to live, dependable access to nutritious food and necessities, and healthcare for mind and body. Your gifts support programs working for safe and affordable housing, increased quality of life, and vibrant neighborhoods for our community.

SELF-SUFFICIENT RESIDENTS. Families and individuals in our community face financial obstacles every day. Our Community Campaign funds programs working to put every person in our community on the path toward financial empowerment and self-sufficiency, starting with access to services, job training, and credit counseling and money management programs.

Learn more about our Bold Goals and the programs funded by your donation at unitedwaynco.org.

Special thanks to UWNCO Bold Goal Champion Alluvial Private Wealth.



ALLUVIAL
PRIVATE WEALTH

**SUCCESSFUL
CHILDREN**



**HEALTHY
FAMILIES**



**SELF-SUFFICIENT
RESIDENTS**



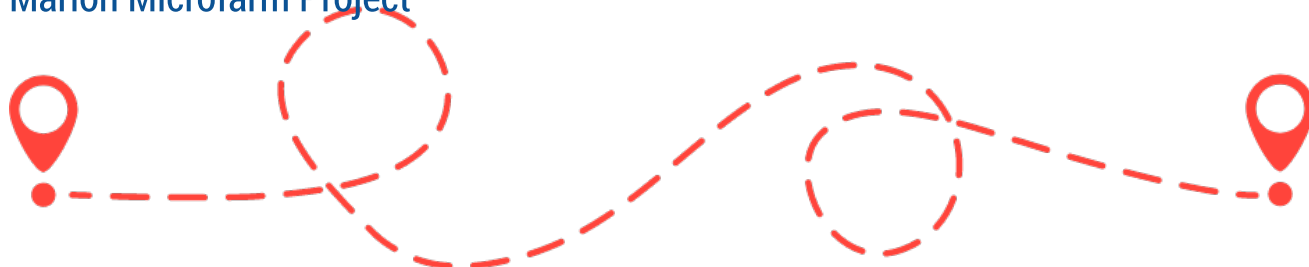
45+ PARTNERS, PROGRAMS, & COMMUNITY INITIATIVES

SUCCESSFUL CHILDREN

Mid-Ohio Youth Mentoring • BPL Music, Movement & More • CASA (Court Appointed Special Advocates) • MPL Let's Read 20 • OHCAC Weekend Backpack Program • Junior Achievement of North Central Ohio • PatchWorks House • GCT Youth Theatre Production • YWCA Family Learning Labs • Boys & Girls Club Formula for Impact • Safety City of Marion, Ohio • Marion Mentors • Marion Voices in the Schools • ROX (Ruling Our Experiences) • MCCS Foster Family Mentoring • Peace & Freedom Committee • Sara Beegle Child Care Center • Royal Family Kids • Imagination Library • Storytime at the Jer-Zee • Marion County Child Care Coalition • Believe in Students, Faculty and Students Together (BIS/FAST) Fund

HEALTHY FAMILIES

CCCOA Home Delivered and Congregate Meals • RSVP (Retired & Senior Volunteer Program) • CASA (Court Appointed Special Advocates) • Crawford Public Health QPR Suicide Prevention Training • OHCAC Weekend Backpack Program • Turning Point • Marion Victim Assistance Program • CCSG Food Pantry & Emergency Utility Assistance • PatchWorks House • GCT Youth Theatre Production • YWCA Family Learning Labs • Community Center for the Deaf & Hard-of-Hearing • Heart of Ohio Homeless Shelter • LifeCare Alliance Meals-on-Wheels & Congregate Dining • American Red Cross Disaster Response Services & Home Fire Preparedness • LASC Safety & Stability for Women • Safety City of Marion, Ohio • Mobile Meals of Marion County • MCCS Foster Family Mentoring • Peace & Freedom Committee • First Step • Sara Beegle Child Care Center • Community Health Improvement Plan • 2-1-1 Local Help & Resources • Caledonia Farmers Market • Marion Housing Coalition • New Washington Community Food Pantry • Marion County Child Care Coalition • Marion Microfarm Project



SELF-SUFFICIENT RESIDENTS

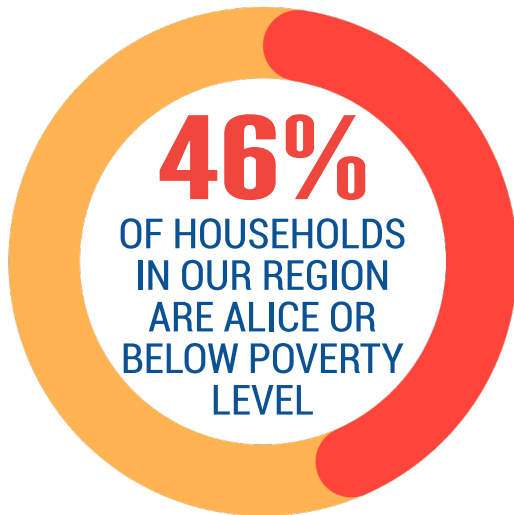
Crawford Works & Crawford Workforce Support Services • Junior Achievement of North Central Ohio • Marion Matters Getting Ahead Community Navigation • Marion County Transportation Coalition • Pay it Forward Project • Community Opportunity • Marion County Child Care Coalition • Believe in Students, Faculty and Students Together (BIS/FAST) Fund

ALICE IN OHIO

ALICE stands for Asset Limited, Income Constrained, Employed. The more than 16,000 ALICE households in our region are working but not earning enough to keep up with the cost of living. Another 6500+ households in Crawford, Marion, and Wyandot are earning below the Federal Poverty Level.



**MY NEIGHBORS
DON'T KNOW THAT I
HAD TO QUIT MY
JOB BECAUSE I
COULDN'T AFFORD
CHILD CARE.**



Nearly half of the households in our tri-county area live below the poverty level or struggle to make ends meet as ALICE families. Our Bold Goal community impact partners are working to help these families navigate emergencies and find solid ground on their paths to financial stability.



**MY COWORKERS DON'T
KNOW THAT ONE
UNEXPECTED BILL MEANS
I CAN'T PAY RENT THIS
MONTH.**

ALICE struggles go deeper than finances. 23% of ALICE households reported feeling depressed and anxious every day, compared to 13% of respondents who could afford basics.
Nov 22 Household Pulse Survey



YOU KNOW ALICE.

ALICE can be any age, race, or ethnicity. ALICE families look just like yours, and at nearly one in three households in our tri-county area, chances are they are your neighbors, coworkers, classmates, and friends.

ALICE families can easily fall from the "benefit cliff," losing public benefits they count on when a small wage increase moves them beyond an income threshold. This makes it harder for them to make ends meet, even as their salary increases.

Learn more about ALICE in Ohio at unitedforalice.org/ohio.

YOUR INVESTMENT INFO

Name(s) _____

Organization to be recognized, if desired _____

Address _____

City _____

State _____

Zip _____

Work Phone _____

Home Phone _____

Email _____

Donor's Signature _____

☐ I wish to remain anonymous

☐ I'd like to opt out of more info via email or text



My United Way Pledge

\$

Payment options:

☐ My gift is enclosed.

☐ I have/will complete a separate payroll pledge card at my workplace to make my gift by payroll deduction (This is NOT a duplicate pledge).

☐ Please bill me for my pledge in:

- ☐ In a lump sum by Dec 31 of this year
- ☐ In semi-annual installments
- ☐ In quarterly installments

(payments beginning on _____)

☐ I wish to pay by debit/credit card

Account Number (Visa, MC, Discover, AmEx) _____

Expiration Date (M/Y) _____

CSC/CVV _____

Signature _____

Printed Name _____

Date _____



**United Way of
North Central Ohio**

*Please make a copy for your
records and return the original to:*

**UNITED WAY OF NORTH CENTRAL
OHIO**
125 EXECUTIVE DR, STE 100
MARION, OH 43302

DONATE ONLINE:

