



**United Way of
North Central Ohio**

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Amber Wertman

CRAWFORD

PO Box 242
Galion, OH 44833
419.468.4291

MARION

125 Executive Dr, Ste 100
Marion, OH 43302
740.383.3108

MORROW

PO Box 84
Mt Gilead, OH 43338
419.946.2053

WYANDOT

PO Box 152
Upper Sandusky, OH 43351
419.835.2143

TIFFIN-SENECA UNITED WAY

201 S Washington St
Tiffin, OH 44883
419.448.0355

**SERVING CRAWFORD, MARION, MORROW & WYANDOT COUNTIES
AND TIFFIN-SENECA UNITED WAY**

Dear North Central Ohio Community Member:

THANKS TO YOU OUR IMPACT IS GROWING!

Wow! What an amazing campaign year we've had at United Way of North Central Ohio! Thanks to the generosity of residential and workplace donors from across the region, we exceeded our annual campaign goal and established a designated Community Response Fund to help in the event of local emergencies and natural disasters.

We've also done some growing! A realignment of Ohio United Way agencies brought Morrow County into our region, and a merger with our consultancy partners at Tiffin-Seneca United Way became official on July 1. UWNCO now covers 2100+ square miles with projects and programs funded through your donations benefiting a population of 210,000. We are fully staffed, with offices in Marion and Tiffin, and each of the counties we serve is supported by a development director.

A NEW CAMPAIGN AMID GROWING NEED

Our 2024-2025 Community Campaign is officially underway, and we are counting on the continued generosity of our communities for help funding the Bold Goal projects and programs working to fill Crawford, Marion, Morrow, and Wyandot counties and Tiffin-Seneca United Way with successful children, healthy families, and self-sufficient residents.

While our organization has been growing, so has the need in our community. 40% of households in our region are living below the federal poverty level or as ALICE (Asset-Limited, Income Constrained, and Employed) families. ALICE families are working but not earning enough to keep up with the rising cost of living and have little or no savings for emergencies.

Your donation funds programs that offer immediate support to these struggling families, like food, emergency shelter, and utility assistance. Our commitment to a collective impact framework and RBA (Results-Based Accountability) means that you are also helping fund and facilitate collaborative partnerships that are working to resolve the root causes of need in our community and help set ALICE families on a path to self-sufficiency.

UWNCO-facilitated coalitions are working to remove barriers to employment for local families by finding affordable child care solutions and reliable transportation, cleaning up blighted neighborhoods and developing safe and affordable housing options, and providing financial literacy and employment counseling.

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.

Amber Wertman
Chief Executive Officer
amber@unitedwaync.org

Carmon Walter
Development Director for
Crawford & Wyandot
carmon@unitedwaync.org

Angie Voll
Chief Development Officer
Development Director for Marion & Morrow
angie@unitedwaync.org

Nikki Distel
Development Director for
Tiffin-Seneca United Way
nikki@tsunitedway.org