



## What Makes Catawba County United Way Different?

When it comes to supporting non-profit organizations donors have many choices. Your donation to Catawba County United Way is an effective and efficient means to improve lives and strengthen our community through our wide-ranging scope, focused action, and accountability requirements.

Here's how United Way does what no other organization can.

### Broad Vision

- **Understanding the broad needs of our community** - United Way is the one place where a diverse group of volunteers come together to identify the needs of our community.
- **Education, Income and Health** - United Way takes a holistic approach to addressing community issues by investing in programs that help people achieve the building blocks of a good life -- education, income and health. Progress in each of these areas creates and reinforces progress in others, multiplying the impact of each donor gift.

### Focused Action

- **Research & Data Analysis** - United Way gathers pertinent existing local data on community issues. The analysis of this data is used to determine the most pressing needs in our community and guide our collaborative efforts to address them.
- **Concrete strategies and measurable goals** - Volunteer community leader's work to create long-term sustainable change - not just quick fixes.
- **The right mix of programs** - United Way volunteers use a competitive process to select the right mix of programs that will achieve our community's goals by focusing on the areas of Education, Income, and Health to improve lives and strengthen our community. This comprehensive process provides a level of assurance that donors' gifts are being used effectively.

### Accountability and Results

- **Accountability** - United Way holds every program we fund accountable for the effective use of donors' contributions.
- **Results** - United Way regularly reviews funded programs to ensure they are using proven strategies to produce measurable results.
- **Trust** - For over 70 years Catawba County United Way has maintained a trusted reputation provided by an experienced and talented local board of directors.