DESCRIBE STUDENT UNITED WAY

Student United Way is a movement of passionate student leaders committed to improving lives and strengthening communities. We focus on education, financial stability and health—the building blocks for a good quality life.

You know your community. We know ways you can meet its needs. Here are a few examples of what giving, advocating and volunteering might look like on the ground.

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<thead>
<tr>
<th>GIVE</th>
<th>ADVOCATE</th>
<th>VOLUNTEER</th>
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<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
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<td>Organize a book drive to provide children with books to prevent summer reading loss. Add a virtual component to accept credit card donations and purchase new books.</td>
<td>Host a movie night open to all students where you screen a documentary that highlights issues in the education system followed by a discussion led by a faculty member well-versed in the issue.</td>
<td>Create a reading buddy program where college students read with children who are reading below grade level. Work with public schools or after-school programs.</td>
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<td><strong>INCOME</strong></td>
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<td>Work with RAs at dorms all over campus to collect canned food from students moving out of the dorms right before summer begins.</td>
<td>Create a marketing campaign about the Earned Income Tax Credit to help low-income families increase their disposable income.</td>
<td>Provide financial education to children in public schools and teach them about vital skills like budgeting, opening a bank account and more.</td>
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<tr>
<td><strong>HEALTH</strong></td>
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<td>Collect basic hygiene products (toothbrushes, toothpaste, soap, shampoo) for a population in need of these items.</td>
<td>Host and promote a health fair where free services and educational information can be provided to a population that normally lacks access to care.</td>
<td>Coach a youth fitness event to address childhood obesity and encourage kids to stay active.</td>
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DESCRIBE UNITED WAY
United Way brings together people and organizations around the world to improve education, financial stability and health—the building blocks for a good quality life, a stronger community and more opportunity for all.

GOALS
By 2018, United Way hopes to: ¹
• Cut the dropout rate in half
• Cut in half the number of lower-income families who are financially unstable
• Increase by one-third the number of youth and adults who are healthy and avoid risky behavior

WHAT YOU CAN DO
GIVE your time and resources
ADVOCATE for United Way and your community
VOLUNTEER yourself to improving lives and strengthening your community

Visit our About page for more information on education, income, health and why we care.

¹ Goals for the Common Good: The United Way Challenge to America, 2008 Report
ISSUES: MEET JAMIE

WHERE THE MONEY GOES...

Meet Jamie. Jamie is a child who wants to succeed. All he needs is an opportunity.

Let’s Go!

United Way brings communities together to lift up millions of “Jamies.” We focus on EDUCATION, INCOME and HEALTH—the building blocks for a good quality life.

A GOOD EARLY EDUCATION PUTS JAMIE ON THE RIGHT PATH

JAMIE’S PARENTS FIND JOBS AND MOVE TOWARDS FINANCIAL STABILITY

HEALTHY FOODS HELP JAMIE FOCUS IN THE CLASSROOM

JAMIE’S PARENTS SAVE MORE OF THEIR HARD-EARNED MONEY

JAMIE MISSES LESS SCHOOL BECAUSE OF QUALITY HEALTH CARE

JAMIE EARN HIS HIGH SCHOOL DIPLOMA

JAMIE’S DIPLOMA OPENS DOORS TO OPPORTUNITIES

JAMIE HELPS BUILD A STRONGER COMMUNITY

The next Jamie begins his journey...

We All Win!

To learn more about how even a small change can strengthen your community, check out our Interactive Common Good Forecaster: www.UnitedWay.org/forecaster

LIVE UNITED
United Way
ISSUES: GOALS

EDUCATION
HELPING CHILDREN AND YOUTH ACHIEVE THEIR POTENTIAL

Target Issue: Readiness to achieve in school
Intended result: Children enter school developmentally on track in terms of literacy and social, emotional and intellectual skills
Indicator: Percentage of 3- to 5-year-olds with 3 or 4 (of 4) school readiness skills

Target Issue: Academic achievement
Intended result: Elementary students are prepared to succeed in later grades
Indicator: Percentage of fourth graders who are proficient readers
Intended result: Young people graduate from high school
Indicator: Percentage of public high school students who graduate on time

Target Issue: Productive and engaged youth
Intended result: Young adults make a successful transition from high school to work life
Indicator: Percentage of 18- to 24-year-olds who are not working or in school

INCOME
PROMOTING FINANCIAL STABILITY AND INDEPENDENCE

Target Issue: Achieving greater financial stability
Intended result: Lower-income working families move toward financial independence
Indicator: Percentage of lower-income working families that spend more than 40% of their income on housing

Target Issue: Increasing income
Intended result: Working families increase their income
Indicator: Percentage of working families that are lower-income

Target Issue: Building savings
Intended result: Lower-income working families have savings or checking accounts and money saved for emergencies
Indicator: Percentage of lower-income working families that have a checking or savings account with a minimum of $300

Target Issue: Gaining and sustaining assets
Intended result: Lower-income working families build appreciating assets
Indicator: Rate of homeownership for lower-income working families

*Family income less than 250% of the federal poverty level

HEALTH
IMPROVING PEOPLE’S HEALTH

Target Issue: Maternal health and infant well-being
Intended result: Babies are born at low risk for preventable health problems
Indicator: Percentage of babies who are born low birthweight (5 pounds, 8 ounces or less)

Target Issue: Basic health care coverage and prevention
Intended result: Children and youth receive timely, regular preventive health care
Indicator: Percentage of children under the age of 18 who are not covered by health care insurance

Target Issue: Healthy youth and adults
Intended result: Youth and adults are healthy and avoid risky behaviors (for a definition of “healthy,” refer to the table on page 12)
Indicators: Percentage of students grades 9-12 who are healthy and avoid risky behaviors; percentage of adults 18 and over who are healthy and avoid risky behaviors