



# GIVING TO UNITED WAY: 10 REASONS

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**NEEDS ARE NOT ONE-DIMENSIONAL**

United Way funds a network of care to ensure services needed in our community in each impact area are available.

**UNITED WAY MOBILIZES COMMUNITIES TO ACTION SO ALL CAN THRIVE**

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**FUNDING IS STRATEGIC**

United Way funds specific programs that achieve progress towards United Way impact areas: Healthy Community, Youth Opportunity, Financial Security, & Community Resiliency.

**COLLECTIVE IMPACT**

Combining your gift with others makes a stronger impact in areas like early childhood education, food insecurity, youth development, homelessness, abuse services and advocacy, etc. in our community.

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**LEVERAGING POWER**

United Way partner agencies leverage more public and private dollars in addition to United Way funding multiplying the impact of your contribution.

**RESOURCE REINFORCEMENT**

Many United Way partner agencies are resource constrained, and challenged by securing program funds elsewhere. United Way fills the niche by supporting critical programs and revenue generation.

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**ACCOUNTABILITY**

United Way holds partner agency programs accountable by annually tracking funded programs to ensure donor dollars are well spent.

**COLLABORATION/ CONNECTION**

United Way is a hub for volunteer recruitment and deployment to meet the needs of the community, and collaborates with business, government, and community members to benefit the community.

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**STRONG TEAM**

United Way is operated by 3 staff members and 18 board members, with a diverse set of talents, skills, backgrounds, and viewpoints to make informed decisions on how your contributions are allocated.

**RESEARCH AND REASSURANCE**

United Way researches and evaluates programs so donor dollars are invested to make meaningful impact.

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**ALWAYS RAISING THE BAR**

United Way is committed to improving local lives. Through programming, collaborations, and advocacy, Marshalltown Area United Way helps donors uplift our community.

Your charitable donation helps tackle identified priorities and adds to the community-wide effort to make a significant impact.

LEARN MORE AT [www.unitedwaymarshalltown.org](http://www.unitedwaymarshalltown.org)