

Giving our community A FIGHTING CHANCE for over 100 years.



United Way
of Greater Lafayette

ARE YOU IN?



A LETTER FROM OUR CAMPAIGN CHAIR

My name is Kris Kessler and I am privileged to be this year's campaign chair. A Lafayette native and graduate of Harrison High School, I attended Butler University where I studied Management Information Systems.

I lost two friends to drug addiction. Both were loved, incredibly talented, and appeared to have such a bright future. My family and friends wish we could have done more to prevent these tragedies.



We can do more. According to the Center for Disease Control, the ages between 2 and 8 years are critical for developing long-term mental health and ultimate financial stability. We must invest in our community's children.

United Way gives kids a fighting chance. For over 100 years, United Way of Greater Lafayette has provided and funded the critical help our children need for life-long success. Through its own programs and network of funded community partners, United Way helps our community's at-risk children with basic needs like shelter, food, and health services, as well as with educational and career achievements to become self-sufficient.

Please join me and others who have joined the fight with United Way by sharing your time, money, and energy to help our children for the next 100 years.

Are you in?

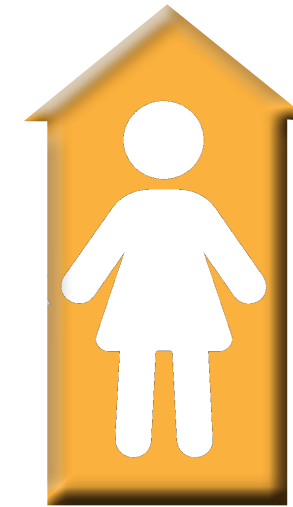


OUR 2022 IMPACT

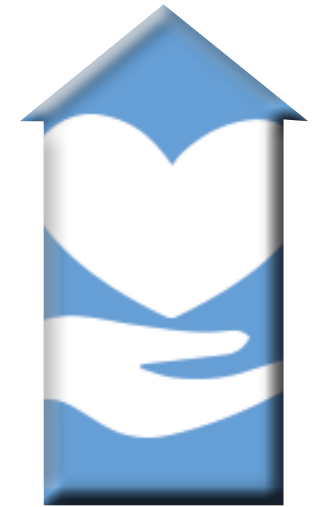
29,173
children



62,722
individuals



15,752
families



29,173 children, 62,722 individuals, and 15,752 families **moved from crisis to stability** by gaining access to food, shelter, health services, and other essentials and **are moving from stability to self-sufficiency** through educational support via your investments and our funded community partners.



**Moving our community
FROM CRISIS ...**



**... TO STABILITY
and self-sufficiency.**

UNITED WAY and FUNDED COMMUNITY PARTNERS

Over 100 years ago, United Way developed a better way to move Greater Lafayette's children, adults, and families from crisis to stability and self-sufficiency.

United Way created a diverse network of human service providers referred to as "funded partners," which today is over 25 agencies strong. In parallel with the old adage: "Give a man a fish, you feed him for a day; teach a man to fish, you feed him for a lifetime," United Way believes in the general principle of alleviating poverty by facilitating self-sufficiency. United Way and its funded partners offer an unparalleled comprehensive mix of programs and services to help with 1) basic needs—to move individuals from crisis to stability and 2) education—to move individuals from stability to self-sufficiency.

United Way meets basic needs through its Tippecanoe Housing and Stability Hotline (over 2,000 calls annually) and its Volunteer Income Tax Assistance program (an annual impact in Greater Lafayette of over \$2 million). United Way supports education through its Read to Succeed program, Kindergarten Countdown Camp, Poverty Simulation, Volunteer Engagement Center, and Peer Union Counseling.



**THOSE IN NEED CAN
CALL UNITED WAY
AND PARTNER
AGENCIES BY
DIALING 2-1-1 FOR
LOCAL RESOURCES
AND REFERRALS.**

2·1·1

Greater Lafayette

EDUCATION:

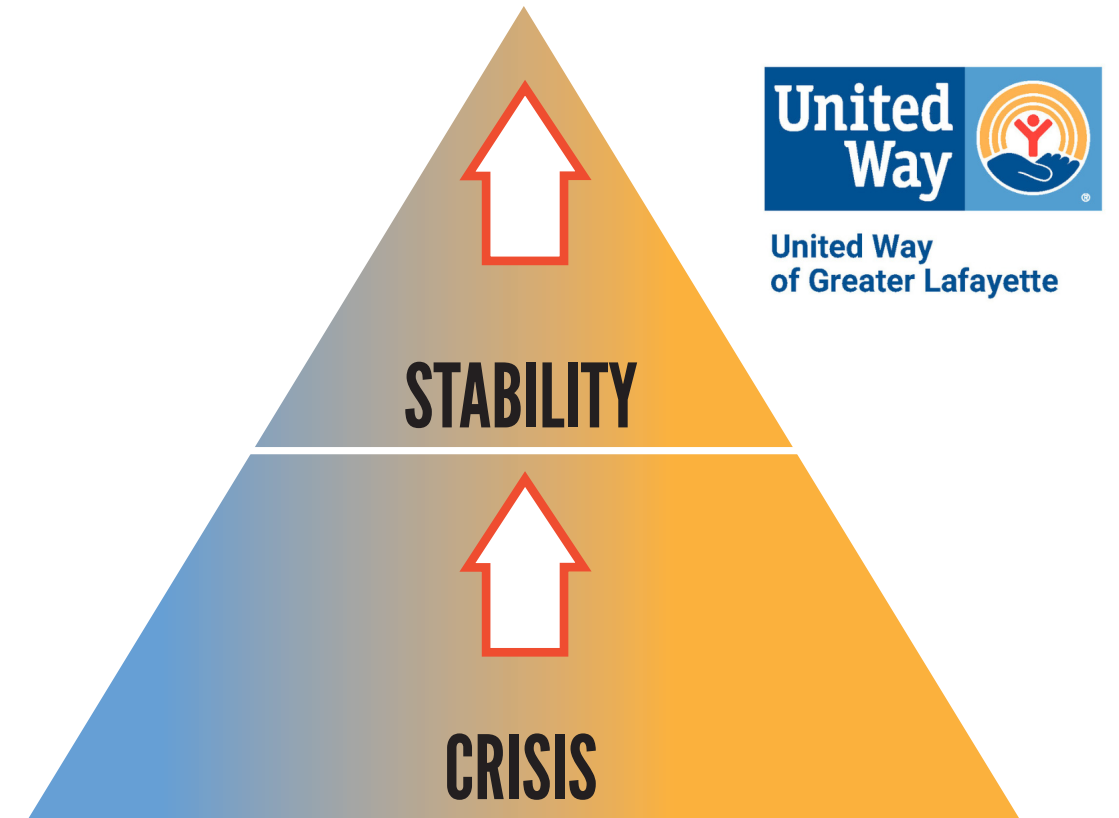
- CRADLE TO CAREER COMMITMENT
- ACADEMIC SUCCESS
- FINANCIAL LITERACY
- MENTAL HEALTH
- SUBSTANCE MISUSE
- DECISION MAKING
- TUTORING
- FREE BOOKS
- COMMUNICATION
- CHARACTER DEVELOPMENT

BASIC NEEDS:

- CLOTHING
- CHILD CARE
- EMPLOYMENT
- FINANCIAL ASSISTANCE
- FOOD PANTRIES/MEAL SITES
- MEAL DELIVERY
- HEALTH CLINICS
- HOUSING ASSISTANCE
- LEGAL ASSISTANCE
- TAX PREPARATION
- TRANSPORTATION
- SHELTERS: HOMELESS, DOMESTIC VIOLENCE

WHAT WE DO

SELF-SUFFICIENCY





PROGRAM SPOTLIGHTS

Kindergarten Countdown Camp

- **Kindergarten preparation** to help children thrive in their new roles as kindergarten students

"It gives them the emotional support that will make it a lot easier to transition to a full day kindergarten class."
 – K Camp Parent



Willowstone Family Services

- **Compassionate mental health counseling** for children and teens
- **Substance use prevention** program for teens

"We're really proud to be a United Way partner agency. That partnership allows us to not just provide clinical counseling, but to support parents and to be flexible in the ways that we can help parents build stronger families."
 – Jenni Murtaugh, Executive Director



Read To Succeed

- **Children develop and improve literacy skills**
- **Community volunteers help children** in local classes across Tippecanoe County

"We see the fruits of your labors."
 – Les Huddle, Lafayette School Corporation, Superintendent



[**SCAN TO VOLUNTEER!**](#)

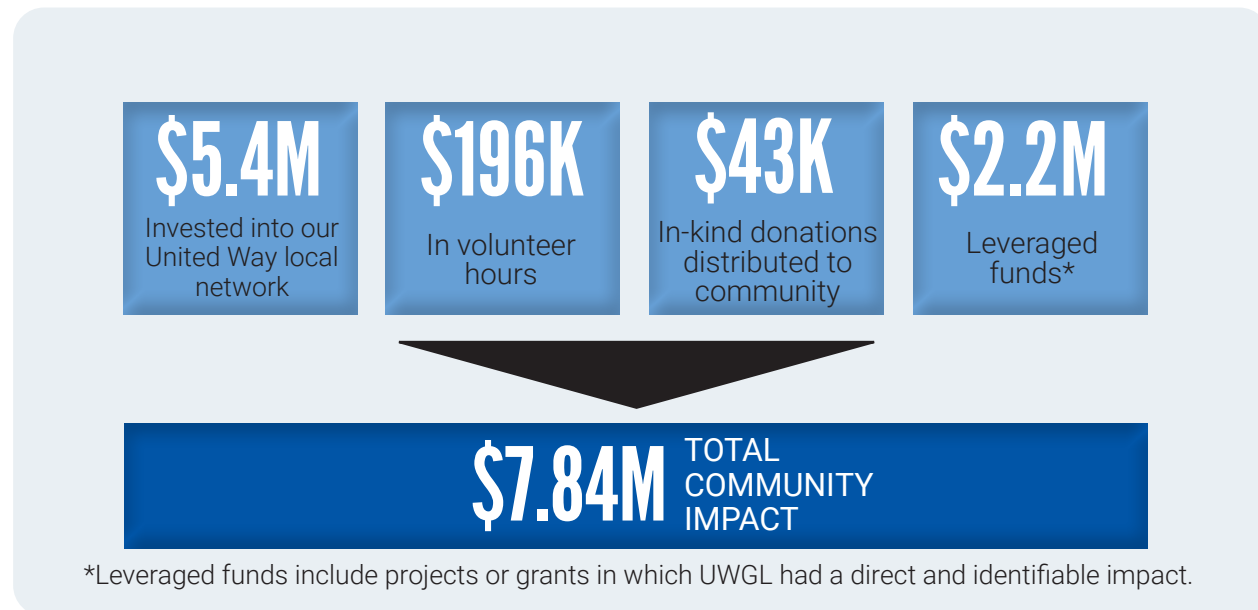
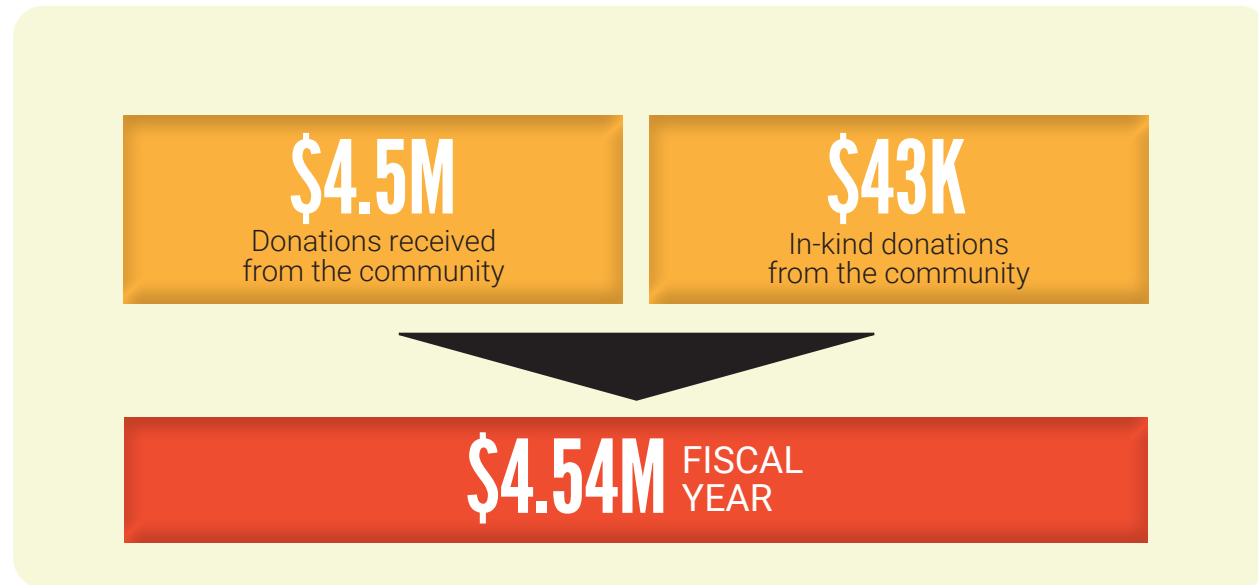
Right Steps Child Development Center

- **Quality child care** with Level 4 PTQ (highest nationally recognized accreditation)
- **Providing care for our youngest children** (infants through age 5)

"As a United Way partner agency, families and children benefit from having access to quality affordable child care. Right Steps can offer a sliding fee scale because of the generosity of United Way donors and support."
 – Victoria Matney and Tammey Lindblom, Co-CEOs

Helping children in a big way.

EVERY DOLLAR AMPLIFIED IN 2022



*Leveraged funds include projects or grants in which UWGL had a direct and identifiable impact.

>100% ROI:

MORE THAN

100%

OF EVERY

\$1.00

DONATED

WENT BACK

INTO THE

COMMUNITY

WHY GIVE TO UNITED WAY?

1) Because you believe in what United Way of Greater Lafayette does: moving children and adults out of crisis to stability and self-sufficiency;

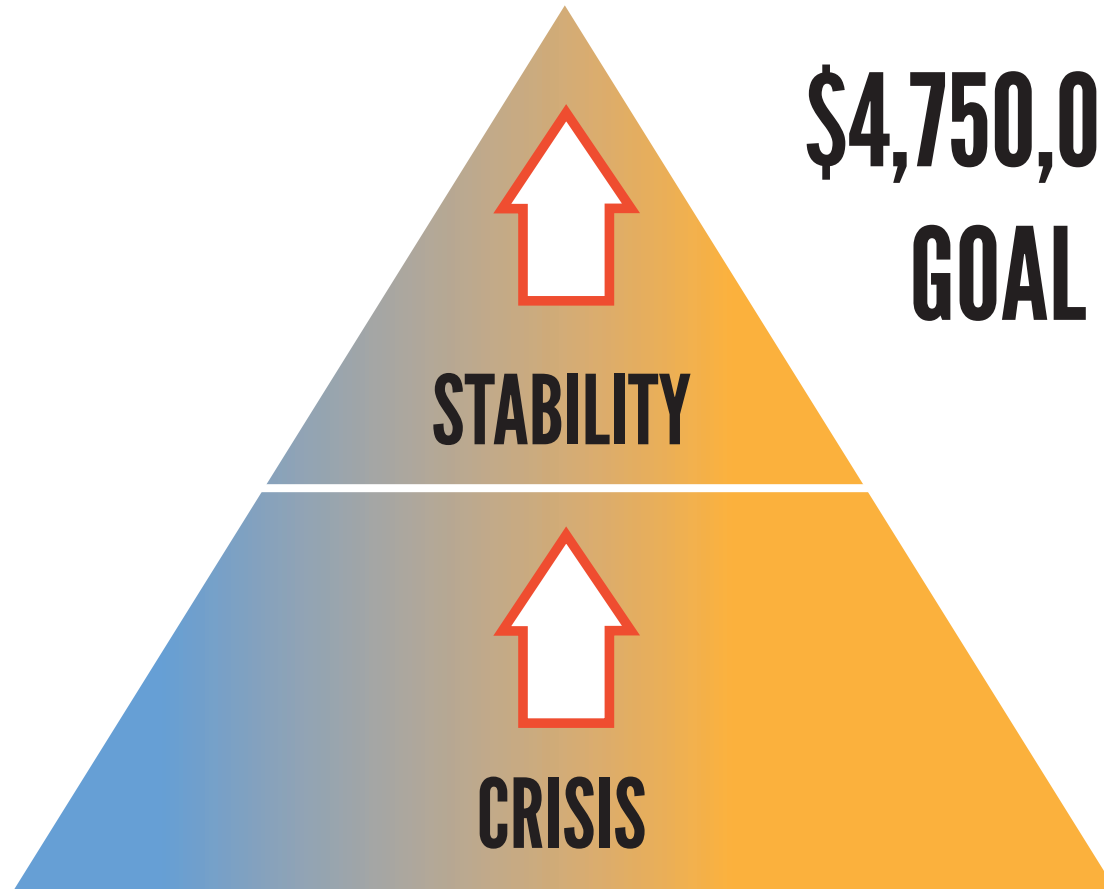
2) Because you believe in United Way's model. United Way's model relies on a comprehensive network of specialists, without overlap, to solve multi-dimensional problems that are far too complex for a single agency to solve. As the network's fundraising specialist, United Way is of central importance to the model. United Way is also the sole specialist uniquely capable of filling in where the market lacks a critical service provider via its own in-house programs;

3) Because United Way of Greater Lafayette is efficient, effective, and transparent. We are a Four-Star Charity—the highest rating achievable based primarily on efficiency and effectiveness (*Charity Navigator*). We are also a Platinum rated charity—the highest score achievable based on transparency (*GuideStar*); and

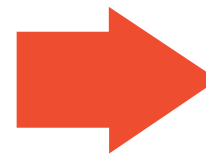
4) Because United Way of Greater Lafayette amplifies your investment. Due to our experience galvanizing volunteers and raising and leveraging funds from various sources, we pour more into Greater Lafayette than we receive in donations.

FUNDING PYRAMID

SELF-SUFFICIENCY



**\$4,750,000
GOAL**



**\$4,750,000
GOAL**

Your donation helps children and families.

2023 CAMPAIGN PYRAMID



SCAN TO DONATE

What will it take to reach our goal?



ENGAGEMENT OPPORTUNITIES

GET INVOLVED. LIVE UNITED.

DONATE

Scan to donate and help more individuals move from crisis to stability, to self-sufficiency today!

VOLUNTEER

Our community has many needs that only require a willingness to help. View our volunteer opportunities here.

ADVOCATE

Leverage your network to strengthen our community. Become an advocate for your neighbors, friends, co-workers, and family in need.

INTERN

Experience the fulfillment of philanthropy and enhance your resume with a national brand. Check for various intern opportunities here.

EMPLOYMENT

Our team welcomes caring and compassionate people dedicated to make a difference. Scan here for career opportunities.

CONNECT

Get updates and stay involved by connecting with United Way of Greater Lafayette here.



[SCAN TO DONATE](#)



[SCAN TO VOLUNTEER](#)



[SCAN TO ADVOCATE](#)



[SCAN TO INTERN](#)



[EMPLOYMENT OPPORTUNITIES](#)



[SCAN TO CONNECT](#)



JOIN THE VANGUARD LEADERSHIP GIVING PROGRAM:

The Vanguard Leadership Giving Program is a tradition of support that recognizes donors who contribute \$1,000 or more to United Way of Greater Lafayette.

Vanguard

There are six levels of Vanguard Leadership Giving:

- ≈ Pearl Level: \$1,000 to \$1,499
- ≈ Topaz: \$1,500 – \$1,999
- ≈ Sapphire: \$2,000 – \$3,499
- ≈ Ruby: \$3,500 to \$4,999
- ≈ Emerald: \$5,000 to \$9,999
- ≈ Alexis de Tocqueville Society: \$10,000 and up



[JOIN HERE!](#)

The Vanguard Leadership Giving Program began with a grant from Great Lakes Chemical Corporation in 1987, and the first group of Vanguard Donors contributed \$163,400. Although Vanguard donors comprise less than 10% of United Way's individual donor base, this select group of donors account for over 50% of donations received from individuals.

CORPORATE SPONSORS:

