

# **2024 Campaign Theme: “Leading the Way”**

For Staff and Volunteers  
The theme for the 2024 United Way Workplace Campaign is **Leading the Way.** This theme highlights the critical role donors play in leading positive change in our communities and underscores our brand identity through the word “way.” The theme is action-oriented, optimistic, future-focused, and adaptable to reflect the many ways we are leading change.

Lead Message and Call to Action

**Everyone deserves the opportunity to thrive. That’s why United Way mobilizes the caring power of neighbors, businesses, and community partners to lead transformational change in Northwest Vermont.**

**From strengthening local resilience to advancing health and financial security, we’re working towards a future where everyone can reach their full potential.**

**Donate today. Join us in Leading the Way to a better future for all.**

What We Do & How We Work  
***Purpose of this section****: You can use this high-level language to describe what United Way of Northwest Vermont does, including a brief overview of our programs, and where United Way’s Annual Community Campaign fits in.*

**What We Do:** At United Way, we focus on what works, building on the strengths of our community. We drive action, bringing local people and resources together to address immediate needs and lead the way to a better future for everyone in our region.

**Our Impact Areas**  
***Note:*** *Impact Areas are based on new framing from United Way Worldwide as part of a global brand refresh. Previously, we have talked about our United Way having 5 key strategies. Those strategies fall within the 3 new broader impact areas.*

* **Healthy Community**: Improving health and well-being for all
* **Financial Security**: Building financial stability and strength
* **Community Resiliency**: Addressing urgent needs today for a better tomorrow

**Our Programs**

* **Funding and Fundraising**: Generous donations from local people and businesses make our work possible. **United Way’s Annual Community Campaign allows us to distribute funding to 80+ local organizations, run our own programs, and lead collaborative work across our region**.
* **Volunteer Engagement:** We run AmeriCorps Seniors programs connecting Vermonters 55+ to local volunteering, including Bone Builders and Foster Grandparents. We also mobilize volunteers to support local nonprofits and advocate for long-term change.
* **Working Bridges:** United Way’s Working Bridges program is an innovative partnership with local employers that helps Vermonters keep and grow stable employment.
* **Common Good Vermont:** Common Good Vermont, a statewide program of United Way, supports the success of Vermont’s nonprofits through education, advocacy and relationship building.
* **Special Initiatives:** We understand that community is built on partnerships and long-term change requires all of us working together. Our current special initiatives include:
  + **Mental Health Initiative**
  + **Prevention Network**
  + **Crisis Support & Disaster Relief**

Our Impact by the Numbers   
United Way of Northwest Vermont mobilizes local people and partners to do the work that no single organization can do alone. Here’s what that looks like in numbers:

* **60,000+ Lives Directly Impacted:** United Way programs and partners supported 60,000 community members to reach their full potential last year.
  + Includes helping our neighbors access housing, food, transportation, mental health and substance misuse supports to children supported by Foster Grandparents in local schools to Vermont workers supported by on-site Resource Coordinators to help them keep and grow stable employment, and more.
* **3,500 People and 550 Organizations Engaged in the Work: We cannot and do not do this work alone!** It takes all of us working together – donors, volunteers, businesses, nonprofits, policymakers, and community members.
* **$2.7 Million Distributed in Our Community:** This includes funding to community partners, flood relief and response funds, and the value of AmeriCorps Senior volunteer hours.
* **2,500+ People Supported to Learn and Grow:** Through educational opportunities provided by United Way programs like Common Good Vermont and Working Bridges, people trained in Mental Health First Aid, volunteer Bone Builders trainers, and more.

Supporting Messages by Impact Areas  
***How to use the messages below:*** *You can pick and choose the messages below depending on who you are talking to and what matters most to them. These are specific examples within the 3 new Impact Areas through which United Way is framing our work: Healthy Community, Financial Security, and Community Resiliency.*

**Healthy Community: Join us in Leading the Way to a healthier community**.

* **Join us in Leading the Way by promoting mental health for all**. Last year, we helped train 150 in Mental Health First Aid, a life-saving intervention that any of us can learn to support someone experiencing a mental health crisis.
* **Join us in Leading the Way in reducing substance misuse in our community.** Last year, we gave out $372,000 to substance misuse prevention partners. At the same time, we are eliminating barriers to treatment, supporting recovery, and addressing the root causes of substance misuse and addiction.
* **Join us in Leading the Way for healthy aging.** Last year, 1,100 older adults participated in our free Bone Builders classes, improving their physical and mental health by decreasing isolation and building community connections.
* **Join us in Leading the Way by supporting families of all ages.** From Parent Child Centers to home visiting for new parents to mentoring organizations and support for families in the refugee, LGBTQ+, and disability communities, United Way and our partners are helping Vermont families thrive.

**Financial Security: Join us in Leading the Way in building financial security for all.**

* **Join us in Leading the Way to a more secure financial future for families through United Way’s Working Bridges.** Last year, Working Bridges helped 1,200 working Vermonters to keep and grow stable employment.
* **Join us in Leading the Way to financial security for all by helping our neighbors meet basic needs.** United Way funds and partners with dozens of local organizations that help community members access housing, food, and transportation.

**Community Resiliency: Join us in Leading the Way to a stronger, more resilient community.**

* **Join us in Leading the Way in building resilient communities ready for any challenge.**

United Way’s partnership with **Vermont 211** supported 6,600 people in Northwest Vermont last year to get help with disaster assistance, stable housing, food security, access to health care, employment services, childcare, and much more.   
  
 As Vermonters continue to experience **flooding and extreme weather events**, United Way and our partners are here, listening and responding to local needs and mobilizing volunteers and resources to support our neighbors.

* **Join us in Leading the Way to a brighter tomorrow through Common Good Vermont’s work uniting and uplifting nonprofits.**

1 in 7 Vermont workers are employed by a nonprofit. Vermont nonprofits provide services, good jobs, and civic engagement that make our communities stronger.

Through education, relationship building, and advocacy work, Common Good Vermont is strengthening Vermont nonprofits and the communities they serve.