

CHANGE THE STORY

MISSION

Drive impact by leading shared efforts that engage diverse people, ideas and resources.

WHY SUPPORT UNITED WAY?

- United Way empowers you to be an agent of change.
- United Way leverages resources for maximum impact.
- Together we make our community better.
- It's the right thing to do.

Please help change the story!

GIVE. ADVOCATE. VOLUNTEER.



LIVE UNITED



United Way of the
Battle Creek and
Kalamazoo Region
changethestory.org

Connect with us:



Thanks to GreenStreet Marketing and Lawson Printers for their generous contributions and support in creating campaign materials.

MICS # 5746 16 - 3,000



Read about
Aubrey's story
and others at

www.changethestory.org

TOGETHER, WE CAN

CHANGE THE STORY



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CHANGE THE STORY

VISION

A vibrant community where all people realize their full potential.



EDUCATION

Improve high school graduation rates to 83% by 2030 and reduce racial and economic disparities in graduation rates.



4 out of 10 area youth (K-8) are categorized as needing social/emotional learning supports, more than double the national average.



Effective social/emotional learning supports can reduce emotional distress, improve attitudes on learning, improve knowledge and intervention skills, reduce risky behaviors and increase parental involvement.

Your support for United Way and our community partnerships provided

8,500 children with social/emotional support.



INCOME

Transition 8,500 households in the region to economically stable by 2025.



56,200 households in our region (41%) have annual income at or below the ALICE (Asset Limited, Income Constrained, Employed) threshold—people who are working but struggling to make ends meet.



Economic stability directly correlates to positive employment outcomes and academic success. Eligible households can receive the Earned Income Tax Credit up to **\$6,242**.

Your support for United Way and our community partnerships provided **free tax preparation for 4,730 federal tax and credit returns, bringing in \$5.1 million.**



HEALTH

Improve infant mortality rates in families of color and low-income families to 6.0 by 2025.



Babies of color in our region are up to **4.5 times** more likely to die before their first birthday.



Infant mortality rate is a key measurement of quality in a community's overall medical and human services. Every dollar spent on health-based home visitation saves up to **\$5.70** in future costs.

Your support for United Way and our community partnerships provided **150 families with pre and post-natal health home visits that improved pregnancy and birth outcomes.**



BASIC NEEDS

Ensure that our regional community has a safety net in place to help individuals and families access basic necessities during times of need.



Our regional 2-1-1 received more than **10,000 calls** in 2015 for utility assistance alone.



Getting behind on utility bills can send a financially struggling family into poverty. Providing utility assistance helps people stay in their homes and meet other basic needs—transportation, food, health and more.

Your support for United Way and our community partnerships provided **2,551 households in our region with utility assistance.**