

Hello Team,

As we continue our United Way Campaign, I wanted to share the following message from United Way of Central Georgia President and CEO, Mr. George McCanless:

United Way of Central Georgia is about turning local dollars into local solutions, which is why we make sure that 100% of your gift stays right here in the neighborhoods where we all live.

We strive to maximize every dollar you give to United Way to create the biggest possible impact in the lives of almost two of every three Central Georgia households who are struggling to afford basic necessities. Here are a few highlights of what your support enabled for 2021-22 alone:

- United Way assumed management of the Brookdale Resource Center, a transitional housing and resource center for homeless people in Central Georgia. In the past year Brookdale's 90-day program has equipped these individuals with the skills necessary to achieve financial stability and obtain a home:
 - Our Read United program expanded to five area counties and we are now supporting 25 schools and 183 classrooms. This past year 469 volunteers provided 8,275 hours of reading support to help improve 3rd grade level reading scores for over 700 K-3rd grade students;
 - Our First Steps initiative served 1,694 families with young children by providing guidance and counseling to improve their child's early development and help keep them healthy and safe;
 - Parents as Teachers, our in-home model that equips parents with the knowledge and resources to give their children a stronger start in life and greater success in school, assisted 91 families in the past year;
 - Pink Promise United provided 671 women that were either uninsured or underinsured with mammograms and screenings

These are just a few examples of the impact your support can have on someone's life. United Way depends on selfless donors like you to provide resources for initiatives that strengthen our community. Every dollar you can give really does make a difference. We, and those we serve, deeply appreciate your generosity.

Central Georgia needs people who feel passionately about our community, and who take satisfaction in helping those less fortunate. With your help, we can keep transforming lives together.

Gratefully,

George McCanless, President & CEO
United Way of Central Georgia