

*Meet the  
Moment.*



Metro United Way

**LIVE UNITED.**

**BOARD AND STRATEGIC VOLUNTEER  
MESSAGING AND RESOURCES**

**AUGUST 2023**



# VISION

Long-term statement that describes what we are trying to accomplish and where we want to be in the future.

A community whose **people achieve their full potential** through education, financial independence, and health.

# MISSION

Fundamental statement describing how we achieve our vision.

To **improve lives and our community** by engaging people to give, advocate, and volunteer.

# COMMITMENT TO EQUITY

Equity means fair treatment, access, opportunity, and advancement for all people and the elimination of barriers that have prevented full societal inclusion of some groups.

Our vision and mission reflect our fundamental belief that **all people belong** and deserve fairness, justice, and inclusivity. Our strength comes from our diversity, and we celebrate the visible and invisible qualities that make each person unique, including, race, gender, age, sexuality, ability, religion, national origin, gender identity, and other identities. We commit to aligning our culture and business practices to be a **beacon of diversity, equity, inclusion, and belonging for all people.**

# WHY WE DO WHAT WE DO

**Because systemic community challenges are most often rooted in multiple causes,** Metro United Way harnesses the power of donors, volunteers, thought leaders, experts, other nonprofits, and government at all levels to **ensure positive, sustainable change.**

# BRAND POSITIONING STATEMENT

Our core brand promise stating user, emotional, and functional benefits; our communications north star.

**For those who want a strong and equitable community,** Metro United Way is the change agent that fuels our spirit of unity by building lasting, transformative opportunities for all.

# BRAND TAGLINE

Shorthand for brand promise - call to action. There will be other taglines used i.e., during ad campaigns, but **LIVE UNITED** is our brand tagline.

**LIVE UNITED.**

# VALUE PROPOSITION

Differentiates what we do.

**Uniting and empowering communities to honor human worth by advancing equity and sharing opportunities for all.**

# WHAT IS YOUR WHY?

Bring our brand to life by communicating it in a relatable way through your reason to believe...or your “Why.”

It could be from personal experiences or beliefs: *As a community leader and volunteer for Metro United Way, I believe that all people who live in our community should have their basic needs met and opportunities to live up to their full potential. I’ve seen firsthand how MUW helps families, neighborhoods, and our entire region be the best it can be.*

It could be from the state of our current community: *I’m not okay living in a community where there’s a 12-year life expectancy difference just based on where someone lives.*

# MY WHY:

# EXAMPLE OF HOW THIS COULD BE USED IN EVERYDAY CONVERSATIONS, AT MEETINGS OR EVENTS, ETC.

As a <Board member, volunteer, donor> with Metro United Way, I’m part of an organization that is uniquely positioned to harness the power of many entities in our community at all levels to ensure positive, sustainable change. I do this because <your why>.

At Metro United Way, they have three priorities: thriving kids, strong households, and an equitable community. They do this work in many ways through existing, proven programs and partnerships, as well as new, innovative initiatives.

thriving  
KIDS

There’s nothing more important than making sure our community’s children have what they need to thrive.

strong  
HOUSEHOLDS

When we have strong households, we are creating pathways out of poverty to prosperity, which is a win for all of us.

equitable  
COMMUNITY

We envision the Greater Louisville region as a place where zip code doesn’t determine destiny and everyone has the opportunity to live up to their full potential.

After sharing this, you can always do a deeper dive into any of our programs, initiatives, and partnerships that you’re comfortable with - what has resonated with you or what the audience you’re talking to might be interested in.

Find details of this work by scanning the QR code or by visiting **metrounitedway.org/impact**

# QUICK FACTS

## THE NEED

- When compared to peer cities, Louisville's nonprofit organizations receive less support from key sources.
- High-income households give less and our local government is spending less to address challenges than local governments in other cities.
- If those who make more than \$200,000/year raised their annual giving by simply 1% of their total income – that would put Louisville on par with our peer cities for individual giving – and bring in an additional \$80 million a year.

## THRIVING KIDS

- 22% of Kentucky children live in poverty; 16% of Indiana children live in poverty.
- Kentucky ranks 40th in the country in child wellbeing; Indiana ranks 24th.

## STRONG HOUSEHOLDS

- Homelessness has increased by 41% from 2018 to 2021 in Louisville.
- 1 in 5 families in MUW's 7-county region struggle to make ends meet.

## EQUITABLE COMMUNITY

- Louisville ranks 5th in the nation for concentrated poverty.
- Kentucky is the 7th poorest state in the country; Indiana has the 20th highest poverty rate.
- There is a 12-year life expectancy gap between East and West Louisville.
- The poverty rate for Black residents in Louisville is 26%, compared to approximately 10% for white residents.

## TALKING POINTS ABOUT OUR WORK

Today, Metro United Way financially supports more nonprofits than we ever have in our 106-year history.

## THRIVING KIDS

- Because 80% of brain growth happens by age 3 and 90% before age 5, we lead a collaboration of 100+ early care and education organizations to ensure kids enter kindergarten ready to learn. We know that if they do, they are more likely to succeed in school, work, and life.
- Just in the first six months of this year, 85% of families we've served in our homelessness and school instability work have reached income stability, 89% have reached housing stability, and fewer than 1% of families have had to make an unplanned move during the school year.
- There are 140 organizations in our youth success network alone for which we provide grassroots capacity building, mental health support, improved digital access, tutoring hours, and training and professional development.

## STRONG HOUSEHOLDS

- Almost 42,000 people contacted our 2-1-1 helpline last year to seek emergency assistance and referral for housing, transportation, food, child care, clothing, and other needs.
- Our United Community platform connects more than 500 social service, government, and health care providers to deliver integrated, holistic care through a shared technology platform. It has served more than 17,000 individuals and made more than 32,000 referrals.

## EQUITABLE COMMUNITY

- There is continued positive bipartisan engagement and support for our public policy agenda at the local, state, and federal levels—a testament to how we truly unite our community.
- More than 10,000 people have attended our Racial Wealth Gap Simulation or Beyond Buzzwords speaker series on diversity, equity, and inclusion.

More at [metrounitedway.org/impact](https://metrounitedway.org/impact) or [metrounitedway.org/impact-tracker](https://metrounitedway.org/impact-tracker)

Sources: 2023 Kids Count Data Book, aec.org, JCPS Brigrance, Louisville Metro Public Health, 2021 U.S. Census American Community Survey, MUW data analysis, Zillow ZORI metric, Louisville Metro Housing, Coalition for the Homeless, Feeding America, Opportunity Atlas, CNPE State of Nonprofit Report, Kentucky Department of Education, U.S. Census data



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