

From **HARDSHIP** to **HOPE**.

...for Every Child, Every Family, Every Neighborhood.



2025-2030 Campaign to Raise \$75 Million by 2030

STAFF TALKING POINTS

- 21% of families - or 260,000 people - in our 7-county region struggle to afford basic needs like food, housing, child care, and transportation. This represents 77,591 households in our community living in extreme poverty.
- Serving these families has additional economic and social benefits for the Greater Louisville region, including reduced social costs associated with poverty, decreased reliance on public benefits and services, and increased local economic activity.
- If Metro United Way and its partners increase the annual income of these households by an average of just \$5,000, it could have a nearly \$776 million impact and increase the number of individuals in the workforce by more than 15,000. That is a major win for all of us!
- But where do we start? This is an aspirational goal and getting it done starts with providing hope. What does hope look like?
 - From eviction notice to welcome mat – [hope is homeownership](#).
 - From the floor to sweet dreams – [hope is a bed of their own](#).
 - From waitlists to workdays – [hope is a strong child care sector](#).
 - From closed doors to college dorms – [hope is access to higher education](#).
 - From no diploma to steady paycheck – [hope is meaningful employment](#).
 - From missed milestones to early support – [hope is catching concerns before they grow](#).
 - From survival mode to stability – [hope is financial coaching](#).
 - From feeling invisible to being heard – [hope is advocacy in action](#).
 - From isolation to connection – [hope is a community that shows up, where everybody belongs](#).
 - From being left behind to getting to class on time – [hope is knowing there's a way to get to school](#).
 - From fear of saying the wrong thing to the courage to keep showing up – [hope is growth through equity](#).
 - From “I don’t know where to turn” to “I got the help I needed” – [hope is being connected](#).
 - From a temporary fix to lasting change – [hope is systems that work](#).
- With every bed we build, student we provide a scholarship, mom that we give resources, family that we help with housing, or 211 helpline call we answer...we’re providing hope.
- If you want an idea of how much hope we provided last year through our work, take a look at this impact video. We’ve done the math... it was 134,227 acts of hope!

WATCH OUR
IMPACT VIDEO



LEARN MORE &
SEE STORIES



UNITED IS THE WAY to thriving kids, strong households, and an equitable community.