



Responding to a Challenging Environment

National Academy of Social Insurance

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The United Way Movement Today



- United Way has **100 year history** of improving lives
- **1,300** local United Ways in the United States
- United Way volunteers and partners work in **46 countries**
- **Thousands of affiliates** worldwide
- **\$5.6 billion** global enterprise
- **13.5 million** donors annually
- **\$200** average gift

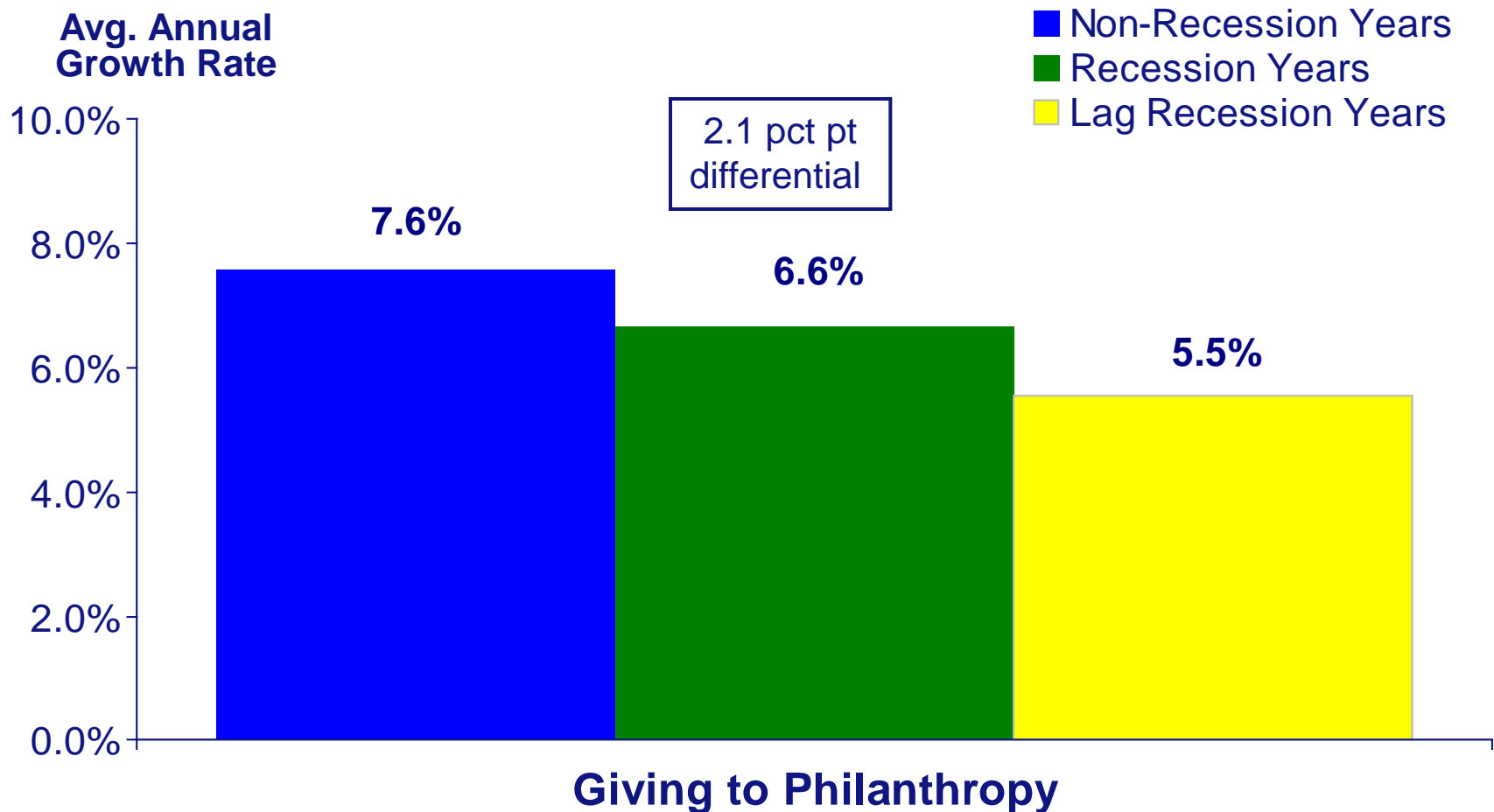
Challenging Environment

Unprecedented Community & System Issues



- Volatile U.S. and global economies
- Human need elevated and at great scale
- Tough fundraising campaigns
- Strain on systems
- Worry/fear in community
- United Ways/Sector asked to do more with less

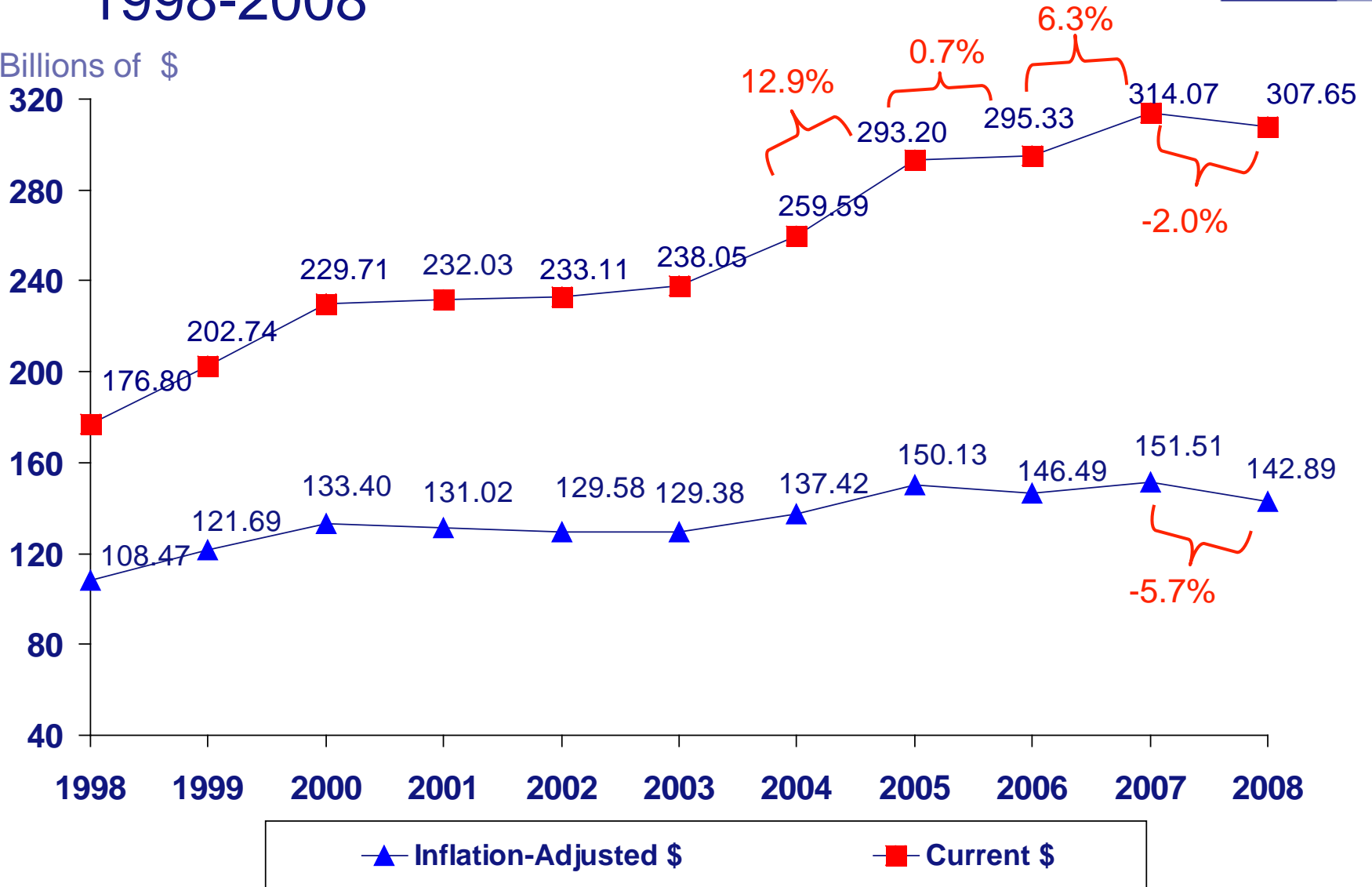
Giving Recedes During Recessions – Particularly the Year After a Recession



Trend in Giving to All Philanthropy 1998-2008



In Billions of \$



The Road to Community Impact: Changing Direction



From

Strategy is to fund direct services

Partners are primarily agencies

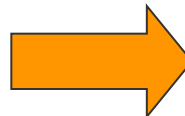
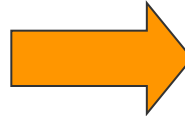
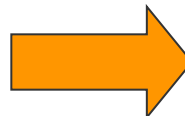
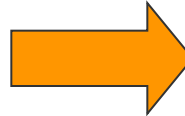
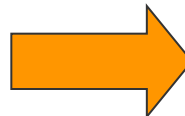
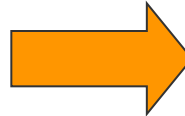
United Way owns the effort

Resources = money

United Way's role is funder/fundraiser

Ask donors for money for United Way once a year

United Way operates as two separate businesses



To

Strategy is to change community conditions

Partners are whoever can play a role

A community owns the effort

Resources include people, relationships, expertise, etc.

United Way plays various roles

Create long-term relationships with diverse community investors

All organizational resources align

Our Course



United Way. Advancing the Common Good

Creating the opportunities for a good life for all by focusing on:

Education

Helping children & youth achieve their potential

- Readiness to achieve in school
- Academic achievement
- Productive & engaged youth

Income

Promoting financial stability and independence

- Increased income
- Increased savings
- Assets gained and sustained

Health

Improving people's health

- Maternal health and infant well-being
- Basic health care coverage and prevention
- Healthy youth and adults

Community & Volunteer Engagement

Public Policy

2-1-1

Partnerships

Community Investment

Inclusion

Donor Relationships

Resource Generation

Standards of Excellence

Focus Areas for Long-Term Success



- ❖ **Advancing the common good** through the continued evolution to impact and our commitment to success in the areas of education, income and health
- ❖ Reinforcing the core part of our business model to ensure we are a **mobilizing force for social change**
- ❖ Updating our **business processes and structure**; we can not succeed with systems that are not aligned both in the U.S. and worldwide

Local Response



- Foreclosure prevention and counseling
- EITC outreach and free tax preparation
- Increasing access to public benefits through technology and other innovations (Benefits Calculator)
- Financial education and credit counseling
- Increased marketing for community-based resources related to the financial crisis (2-1-1 and *Financial Stability Partnership*)

ENERGY ASSISTANCE APPLICATION

The Office of Home Energy Programs will review your application for ALL MEAP and EUSP programs that apply.



Forms

PLEASE PRINT ALL INFORMATION

Please complete the front and back of this form. Return completed form to the local OHEP office along with the following:

- Proof of household's gross income received in the 30 days prior to the date you sign this application
- Proof of identification and proof of residence
- A current electric bill and/or a current gas bill (if you are responsible for paying for heat)

1.

Social Security Number
 Home phone number

Name
 Other phone number cell phone work friend relative

Mailing Address

City, State, Zip

Your Street Address (if different from your mailing address or if you've moved)

Apartment or Multi-Family Double, Row or Townhouse Single Family Home Mobile Home

Homeowner Renter* Roomer/Boarder*

*If you rent: Do you receive reduced rent through help from HUD or subsidized housing (Section 8)? Yes No

2. RENTERS ONLY Is heat included in the rent? Yes No

Landlord's Name/Apartment Complex:

Landlord's Mailing Address:

City: State: Zip:

OFFICE USE ONLY

FED ID/SS#

Date Returned

Success in this Environment Will Require



- Genuine integrated systems
- Shared, public goals
- People-centered outcomes
- New approaches / innovations

Thank you