



Campaign Team Leader Speaking Points

Top 10 Things to Communicate about the United Way of West Ellis County.

- 1) The UWWEC team is entirely a local organization made up of local staff & volunteers.
- 2) Ninety-eight cents out of every dollar donated to our efforts stay right here in your community! Which means, **your** donation stays local & supports programs/agencies in West Ellis County.
- 3) In 2020, the UWWEC supported 24 partner agencies that operate in West Ellis County and awarded \$305,000 in grants to these agencies.
- 4) All the funds raised throughout the year are governed by a local Board of Directors. These individuals help shape the strategic direction for our organization & assist in how the money raised should be distributed in our communities. The only restriction placed on us by our national organization is that we must designate only to 501(c)3 non-profit organizations.
- 5) All agencies we partner with, serve the community by way of providing services that fall under our three focus areas: Education, Financial Stability or Healthcare.
- 6) Currently the unemployment rate in Ellis County is 4.8%. In 2020, we awarded over \$150,000 to agencies that help families in crisis.
- 7) Approximately 45% of Ellis County children are eligible for free or reduced lunch programs. We have given out over \$50,000 to our partners in Education.
- 8) Nearly \$105,000 was given to organizations that are targeting childhood, healthcare, substance abuse, family violence, oral health and the uninsured in West Ellis County.
- 9) The United Way is not a single issue organization. We work with leaders, organizations, corporations and communities from all sectors to address big, complicated programs. We strive to solve problems that no one organization can solve alone and help develop integrated solutions that meet the complexities of our local communities!
- 10) Giving to the United Way of West Ellis County is one of the few ways that you can guarantee your contribution is working to change those individuals in a time of need right here in Ellis County.

My Community. My Responsibility. My United Way.