

# MESSAGE MAP



## KEY MESSAGES

United Way of Abilene works to solve the critical challenges facing our community – today and tomorrow.

We face critical challenges everyday in this community, but we can mobilize community resources and our unique strengths to keep our community strong.

We empower people who are in need right now and create lasting change on long term issues.

We improve lives by focusing on education, income and health initiatives. We all win when a child succeeds in school, when a neighborhood turns around, when families have good health and when workers have solid jobs.

United Way serves individuals, families and neighborhoods right here in West Central Texas.

One program can't do it alone. It takes everyone in this community, and dozens of agencies, to advance our common goals. United Way connects that work and energy together.

United Way doesn't deliver direct services the way other community agencies do. United Way does the largely invisible work that is required to reach community goals – it's a trusted partner across sectors, it recruits people to the cause, secures commitments for action and connects expertise and resources to get things done.

Whether or not I know a child who is served by United Way, it matters to me whether that child grows up to be a contributing member of this community. I have a stake in that, and a responsibility to do my part.

United Way brings people and resources together to keep our community strong.

Local volunteers do the heavy lifting. They identify community needs, mobilize community resources and ensure community dollars are well spent.

Experience the Power of Giving. Lend your muscle.

Sometimes it's a gift of time. Sometime it's a word of encouragement. Sometimes it's a financial gift. United Way relies on all three to keep our community strong.

Getting things done is about solving problems, not raising money.