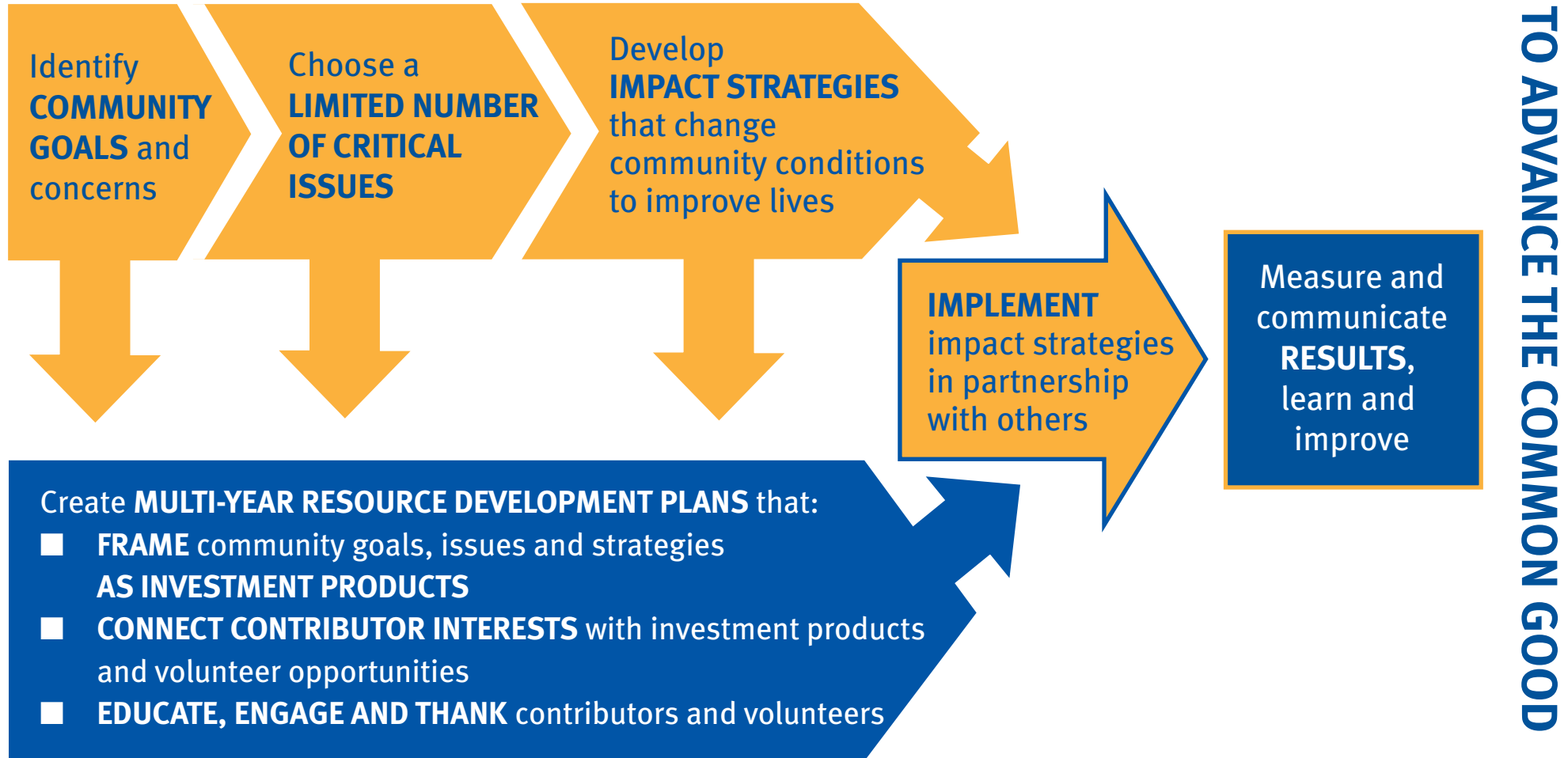


HOW UNITED WAY WORKS



The Mission of the United Way System: *To improve lives by mobilizing the caring power of communities.*

To achieve this mission, we *strategically engage and build relationships with diverse community stakeholders, contributors and partners to...*



We can accomplish this only by *aligning United Way activities, resources and functions to:*

- achieve community impact
- mobilize resources
- create a positive brand experience