

## Your Contribution Goes Further...



### Gets Results

#### Efficient

Low administration and fund-raising costs means more than 90 cents of every dollar goes to services in the community. And, your contribution is invested wisely in high-quality services that help people most in need.

#### Effective

Prevention works best and costs less; 65 percent of your contribution funds preventive services. Some people develop new job skills. Some become better parents. Still others learn alternatives to violence, or learn to read, or build stronger and healthier families.

#### Local

Your contribution goes far, but not far away. Your donation supports a complete network of services for the Twin Cities west metro counties.

#### Accountable

Agency programs are funded only after rigorous review by experienced community volunteers. These volunteers decide which services are most needed, effective and will produce the best results for your contribution.



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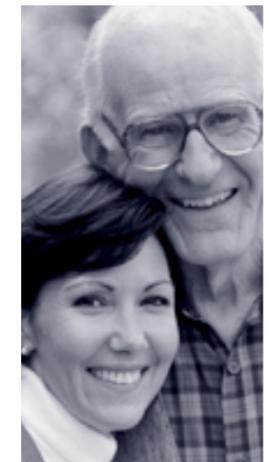


How can you provide mentoring to 40,000 youth?

What can you do to build **community**?

Where can you have **impact** in changing lives?

## Make it happen.



**United Way of Minneapolis Area**

# United Way...the Way of Community



“Through United Way, we combine our gifts with our neighbors so we as a community support those things we care about most. In this way, we ensure that all residents – including those new to our area – get the critical help they need.”

Irving Weiser  
Chair, President & CEO  
Dain Rauscher  
United Way Campaign Chair



“Working in the health field, I’m impressed with the advances in linking women’s shelters through the Day One Project, so women get help on the first call and leave abuse behind.”

Jean L. Harris, M.D.  
Mayor of Eden Prairie  
United Way Board Member

## United Way is Community

It is much more than the sum total of funding individual causes or organizations. Only United Way looks at broad community issues and develops long-term prevention strategies, while remaining flexible to meet existing gaps in need. It is that community core where concerns and ideas mesh to create a unified vision that greatly enriches our quality of life.

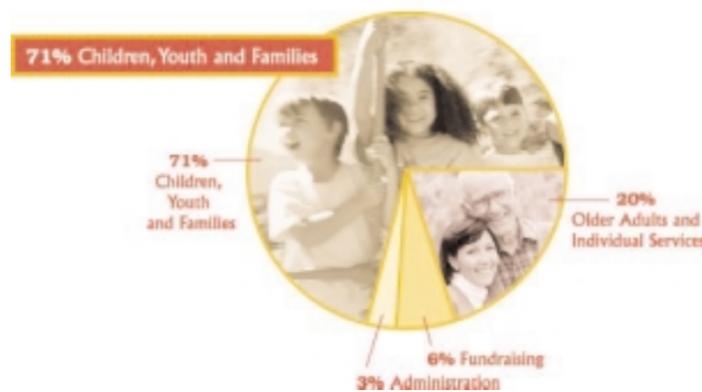
### A Leader in Driving Community Solutions

United Way builds a community agenda for action and drives community solutions. It has been at the forefront as a leader in building a coordinated community response to the underlying issues that limit success for many of our most vulnerable citizens. And, United Way backs that agenda with action and funding to make services accessible to people who need help.

### Accountable for Impact

United Way partnerships and funded services are each evaluated on their impact in changing people’s lives. The impact of your individual support is multiplied by United Way’s ability to draw together expertise, knowledge and resources from business, government and nonprofits to focus on system problems that undercut success. Just a few results include:

- **Academic Achievement:** 60 percent of youth in programs for school-related problems show improved attendance, grades and graduation rates.
- **Mentoring:** 40,000 youth received mentoring in 1999. Mentored youth are less likely to do drugs and skip school.
- **Preventing Abuse:** 2,000 children are sheltered in crisis nurseries annually to prevent abuse from parents. Parents receive counseling and support, preventing future abuse.
- **Success By 6®:** reduced the child care shortage for welfare to work families by 10 percent, opening 75 in-home child care facilities to provide affordable, quality childhood education.



## A Wise Community Investment

United Way is a better way to give! It’s a wise and responsible investment in the specific goals for long-term changes in people’s lives. And, United Way holds itself accountable for returns, results and impact.

### Innovative Strategies that Produce Results

United Way is changing systems and finding creative solutions to complex problems. United Way’s two newest community partnerships are breaking down barriers to access and changing systems so people get the help they need fast and efficiently:

- A two-year, \$1 million transportation initiative is connecting low-income workers with suburban job opportunities, and seniors and people with disabilities with services by pooling agency van fleets and piloting other alternative transportation solutions.
- A three-year, \$3.5 million Service Through Technology partnership with the McKnight Foundation, Microsoft and others is helping agencies reach more clients, improve service and reduce costs by providing equipment, software and training.

### Flexible Funding for Emerging Needs

United Way’s rapid response to emerging community needs and gaps in services is fundamental to building and maintaining a strong community. Current efforts include:

- Mentors and marketable skills for youth to improve academic achievement and reduce violence.
- Long-term employment at livable wages to help families become self-sufficient through job skills and placement.
- Independent living services for seniors to help them stay in their homes and avoid the high cost of institutional care.
- Access to health services and healthy living for uninsured or underinsured immigrants, communities of color and people with low incomes.
- Services for children and families in outer-county areas with dramatic population increases.

## Be Part of the Community Solution

Your support of United Way demonstrates a strong commitment to join others in building a unified vision for our community. It’s a proven investment in children and families that yields long-term results. And, participating in the United Way community solution multiplies the impact of your investment.



“Instead of waiting for the non-profit sector to catch up in technology, United Way has been proactive through its technology initiative to improve cost and efficiency in delivering services for funded agencies.”

Jo Marie Dancik  
Area Managing Partner  
Ernst & Young, LLP  
United Way Board Member



“United Way is where the community comes together, agrees on what needs to be done and mobilizes the resources to accomplish it, holding itself accountable for returns, results and impact.”

L. Steven Goldstein  
Venture Partner  
St. Paul Venture Capital  
United Way Community Services Chair