

# United Way of Etowah County

## KEY MESSAGES



United Way fights for the health, education and financial stability of every person in Etowah County. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting problems. We are more than fundraisers. We are hand-raisers. Game-changers.

**The Community we serve:** Etowah County

### Our Impact Areas:

- Education
- Financial Stability
- Health
- Safety Net

*When we Live United, we take on challenges and tackle problems in our community. Problems others shy away from.*

### The Key Messages:

- United Way Etowah County has over 50 years of experience in this community building relationships to meet community needs.
- We raise awareness about issues and focus attention and resources on solutions such as family services; mental and physical rehabilitation; emergency food, clothing and shelter; programs for children, the handicapped, and the elderly.
- We bring together people from all across the community, business, government, nonprofits and private citizens to address the issues that matter most.
- We involve our donors and the community in identifying critical human service issues.
- We invest in solutions to critical community issues through agencies and community initiatives.
- Your contribution is an investment that helps more than one person or one charity. A contribution to United Way is the collective power of people working toward long-term solutions that improve conditions in our community.
- Your United Way investment, because it is magnified by the investment of others, has the power to bring about change that matters in our local community.
- Last year, over 50 volunteers from our county visited our partners, met with their management, reviewed their programs, documented needs and made recommendations on how to spend the dollars pledged to United Way.

# United Way of Etowah County

## BRAND FRAMEWORK OVERVIEW

### VISION

United Way envisions a world where all individuals and families achieve their human potential through education, financial stability, and healthy lives.

### MISSION

United Way is improving lives by mobilizing the caring power of our community.

### BRAND PROMISE

We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises.

### BRAND POSITIONING

United Way fights for the health, education, and financial stability in our community.

### BRAND IDEA

In order to live better, we must LIVE UNITED.