

## United Way of Eastern LaSalle County– Elevator Speech

United Way is in the business of “*advancing the common good*” which means creating opportunities for a good life for everyone.

Studies show the three critical building blocks to achieve success in life are: education, health and income. So that’s where United Way focuses its efforts.

**Education** – preparing children for success in school...

**Income** – promoting financial stability ...

**Health** – improving people’s health...

United Way’s goal is to create long-lasting changes by addressing the underlying causes of problems. The programs funded are getting positive results. To sustain these programs, we need to join together.

United Way is *your* connection to *your* community; it unites us all. United Way is in the unique position of being able to connect people through giving, volunteering and advocating to make a difference in our community...and together, we all help a lot of people who need it. That’s why we ask you to “Live United” and:

- Give – it’s easy to do through your workplace.
- Advocate - speak out on the issues that move you and encourage others to do the same.
- Volunteer - there are countless opportunities and the needs are tremendous.

That’s what it takes to Live United. And we thank you for anything you can do to help.