

Together, We Are United 4 Youth

Together, we can build a healthy, thriving, safe future for youth across Santa Cruz County. By creating youth-centered programming focused on mental health, civic engagement, community connection, and college and career readiness, we can reduce disparities and create a more equitable future for youth and families in our community.

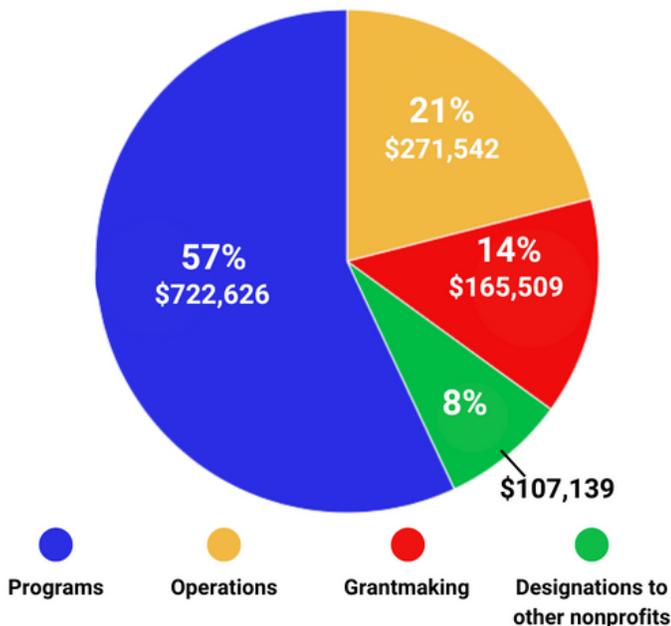
When you give to United Way, you support innovative youth programs & initiatives across the county.

"When our Youth Thrive, We ALL Thrive"
- Keisha Browder

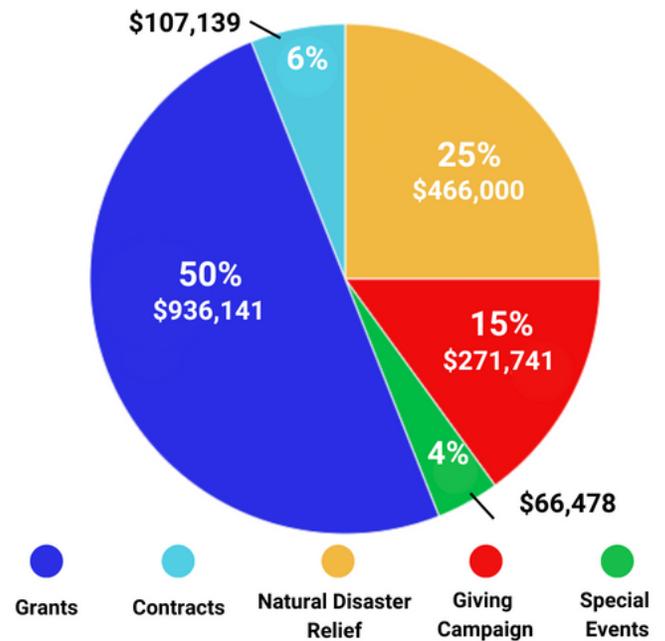


Your Contributions at Work

FY 21-22 Total Expenses: \$1.26M



FY 21-22 Total Revenue: \$1.8M



How will my donation dollars be used?

100% of your donation stays in Santa Cruz County, supporting United Way's work in larger, countywide efforts to address our county's most pressing challenges and build a healthy, thriving, and safe Santa Cruz County for all.



Why should I give to United Way?

- **We are careful stewards of your donation**
- **Your Contribution is managed and monitored**

Local volunteer experts study community needs, set goals, review budgets, and partner with agencies to make sure that donated dollars are used as wisely as possible. These volunteers, all of whom are actively concerned with the quality of life in our community, represent a cross-section of Santa Cruz County.

The review process is United Way's assurance that contributions are being responsibly managed and monitored. Our United Way adheres to stringent standards of accounting and financial reporting set for health and human service organizations.

- **We can make your contribution work harder**

We leverage your donation with grant funding, advocacy for bipartisan policy, and volunteerism to provide maximum community impact. We hold United Way funded agencies accountable and they report data on their outcomes as well as yearly evaluation. We fund only trusted, proven programs to ensure that your gift is creating the most good possible in Santa Cruz County.

How much of my give to United Way pays for operation expenses?

According to the Better Business Bureau, a nonprofit who spends 25% or less on overhead expenses is considered an efficient nonprofit. The operating expenses for United Way of Santa Cruz County are 21% - so for every dollar donated to United Way of Santa Cruz County, 79 cents goes to support over 20 countywide programs and services. We are recognized by *GuideStar Exchange* as a Gold Participant for our transparency and efficiency.

United Way brings together people with the **PASSION, EXPERTISE,** and **RESOURCES** needed to support youth in our community. We invite you to be a part of the change. Please contact United Way of Santa Cruz County for additional information: campaign@unitedwaysc.org or call 831-479-5478.