



# ADVANCING THE COMMON GOOD: CREATING OPPORTUNITIES FOR A BETTER LIFE FOR ALL

Everyone deserves opportunities for a good life: enough income to support a family through retirement, children who are prepared for success in life and good health.

That's why United Way of Santa Cruz County's goal areas are focused on the building blocks for a good life:

## YOUTH SUCCESS

PREPARING OUR CHILDREN FOR SUCCESS IN SCHOOL AND IN LIFE

- Improving access to quality, affordable child care and early learning opportunities
- Partnering with parents, community-based organizations and schools to improve high school graduation rates
- Providing after-school and mentoring programs for at-risk youth

## FAMILY FINANCIAL STABILITY

ASSISTING OUR FAMILIES TO BE FINANCIALLY STABLE AND INDEPENDENT

- Helping hard-working people obtain job training and family-sustaining wages
- Supporting basic needs while increasing financial education
- Reducing homelessness and increasing affordable housing

## GOOD HEALTH

ENSURING ADULTS AND CHILDREN ACHIEVE GOOD HEALTH

- Advocating for children's healthcare coverage
- Increasing access to critical healthcare services
- Addressing substance abuse, child abuse and domestic violence

Advancing the common good is less about helping one person at a time and more about changing systems to help all of us. We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, when people are healthy.

United Way's goal is to create lasting change by addressing the underlying causes of community problems. Living united means being part of this change. It takes everyone in the community working together to create a brighter future.

# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™

JOIN US TODAY AND HELP CREATE OPPORTUNITIES FOR EVERYONE IN SANTA CRUZ COUNTY. [WWW.UNITEDWAYSOC.ORG](http://WWW.UNITEDWAYSOC.ORG)