

“United Way is leveraged money. That is, our Program receives federal funds with a mandate to generate at least a 10% match with local funds (i.e., United Way Funding fits the bill). In other words, one United Way Dollar generates 9 federal dollars. And for every dollar of United Way funding we receive a dollar of Harden Foundation funding.



Without United Way's Gifts In-Kind Program that matches local agencies with major stores that donate returned merchandise and unsold inventory, our program would miss out on an annual in-kind donation of approximately \$60,000 of goods for our Foster Grandparent volunteers who serve 20 hours per week mentoring and tutoring at-risk children in the schools.”

*-Tom Reeve, Program Director
Foster Grandparents (a Program of the Seniors Council)*

“100% of our Transitions Program is funded by private giving and grants. There is no government funding and we provide 'gap' services for people with a life threatening illness. No health insurance pays for psycho-social or goals of care decision making support. No insurance or other providers assist with errands, companionship, anticipatory grief support. Consider hearing you are not likely to live for more than a year, are very sick, and wondering what to do after you have received this news. That's what [United Way donations and] Transitions volunteers help with - the 'now what' question and required support.”

*-Ann Pomper, Executive Director
Hospice of Santa Cruz County*



“EVERY DOLLAR WE GET FROM UNITED WAY IS ONE MORE PERSON WE CAN HELP.”

“There is no such thing as a gift that is “too small” for us - we make every penny count. A gift of \$250 pays for training, books and materials for a volunteer tutor/student match for a year! \$500 covers gas and insurance for weekly rides for a homebound senior. Every dollar we get from United Way is one more person we can help. While we get resources other places too, it is much more cost effective for us to rely on the United Way - they handle all the costs of fundraising and simply write us a check. If we had to go out and raise that money ourselves, much more of it would be eaten up in fundraising costs and less would go to directly helping people.”

*-Karen Delaney, Executive Director
Volunteer Centers of Santa Cruz County*

“Each dollar that Senior Network Services receives through donations to United Way means another senior citizen will receive a home visit to assess his/her needs. The senior citizen will be linked with services to help maintain living safely at home. We are truly grateful for all donations and no donation is too small to make a difference in the life of a frail elderly person in need.”

*-Brenda Moss, Executive Director
Senior Network Services*



WHAT OUR PARTNER AGENCIES SAY ABOUT
THE VALUE
OF THE UNITED WAY

“UNITED WAY [FUNDING] IS LEVERAGED MONEY... OUR PROGRAM RECEIVES FEDERAL FUNDS WITH A MANDATE TO GENERATE...A 10% MATCH WITH LOCAL FUNDS... ONE UNITED WAY DOLLAR GENERATES 9 FEDERAL DOLLARS.”

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WHAT OUR PARTNER AGENCIES ARE SAYING:



“United Way funding provides vital resources to Santa Cruz Community Counseling Center programs to ensure the success in several key areas:

- literacy resources and mental health services for children in our Head Start program, which provide key components in ensuring children's school readiness and emotional wellness;
- counseling for youth ages 6-12 in Watsonville through our Pajaritos Program which provides alternatives to gang involvement and substance abuse for youth and positive support for their parents;
- resources for the River Street Shelter for homeless adults and case management and peer support for them as they move into permanent housing.



These are services to the most vulnerable in our community for which we do not receive adequate government funding; without the support of United Way donors our ability to continue these services would be limited. Thank you for helping us to *Change Lives, Build Community!*”

-Carolyn Coleman, Executive Director
Santa Cruz Community Counseling Center

**“IT IS UNITED WAY FUNDING THAT
MAKES THE DIFFERENCE
BETWEEN US JUST PROVIDING A ROOF OVER SOMEONE’S HEAD
AND ENABLING THEM TO REALLY
CHANGE THEIR LIFE.”**

“The great thing about United Way funds is that they are not as restricted as government funding; we can use UW funds to really make a difference in areas where we cannot apply government funds, such as life skills education, client assistance, and even things like food and toiletries for emergency shelter clients. It is [UW] funding that makes the difference between us just providing a roof over someone’s head and enabling them to really change their life, gain stable housing, and become a productive community member.”



-Sister Susan Olson, Executive Director
Pajaro Valley Shelter Services

“While UW is a small percent of our budget, the unified image that United Way portrays of communities helping their own is extremely important. United Way reaches people who would never otherwise donate to any cause and makes donating safe because their employer sanctions it. I would hate to think of a world where there was no overall effort to educate people about individual responsibility toward supporting children, the elderly and those most at need. We are proud of our United Way affiliation!



-Sharon Reece, Former CEO
Girl Scouts of California's Central Coast



“While it is true that United Way donations are a very small portion of our overall budget - the United Way is still a crucial element. The United Way donations can be used to provide the essentials that we can't fund in other ways. Thanks to the United Way we can help meet the crucial costs of "doing business".

The United Way is also extremely useful to our agency as the United Way provides a vehicle for outreach and community awareness. Being listed in the United Way brochure provides promotion we don't have the ability to provide on our own. Community education projects of the United Way benefit all of our clients so that they are healthier and better able to meet the needs of their families.”

-Desiree Sanchez, Executive Director
Families In Transition

“United Way is a key component for all of our clients. Not only are we able to raise funds, we are able to take our message to many more businesses than we could on our own. For us it also is a valuable recruitment tool for volunteers. More children matched means a brighter future for everyone.”



-Marie Cubillas, Executive Director
Big Brothers Big Sisters of Santa Cruz County