

# COMMUNITY GUIDE

United  
Way



United Way of  
Greater Chattanooga



## How We Work Together

# We are on a mission to build a thriving community

We believe all individuals and families deserve to achieve **their full human potential**.

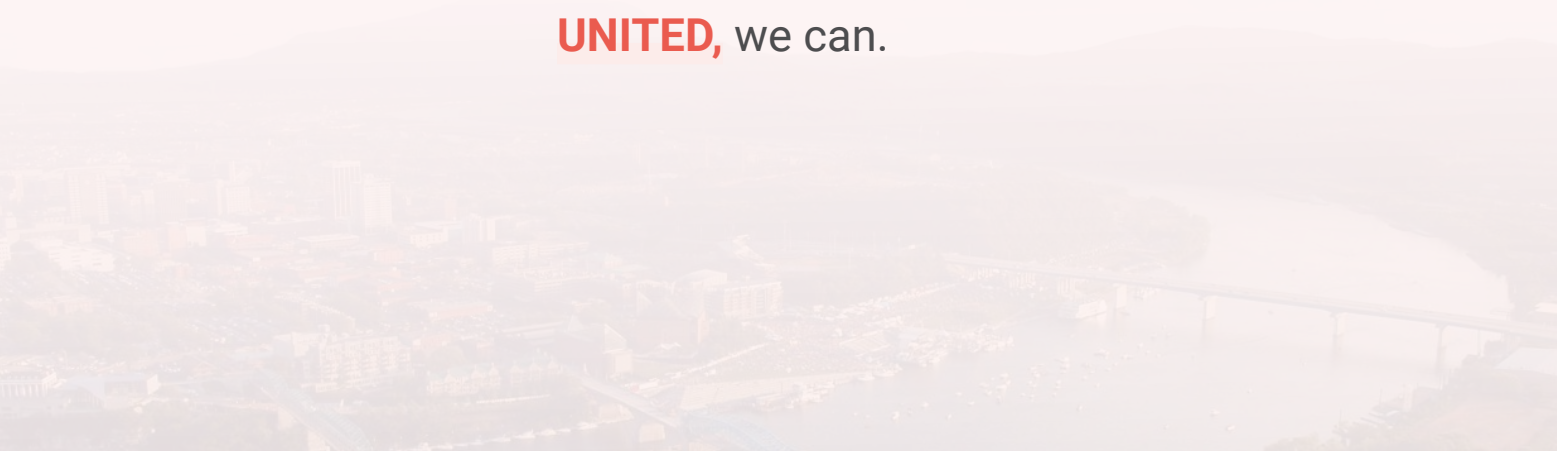
And we believe that potential is **only achievable through intentional community connections**.

Our focus is to empower individuals, families, and community partners to improve systems of education, stability, and health in every neighborhood.

Through the caring power of tens of thousands of individuals, we invest in innovative solutions, mobilize the best resources and fight our most dire social problems.

Together, we drive measurable, lasting impact for our community.

None of us can do it alone.  
**UNITED**, we can.



# Community Behavior is Changing

The pace of change is something we all feel, and even demand. What we don't see as easily are the gaps change can leave in our community and the individuals who are left behind in the process. United Way has a long legacy of standing in the gap for Chattanooga's greatest needs. They're continuing that legacy, and evolving to maintain it, now and in the future. And it's easier than ever to get involved. I'm standing with United Way and alongside thousands of allies and community changers.

*We're glad you've joined us.*



**Michael Mathis**

United Way of Greater  
Chattanooga 2018  
Campaign Chair



- **The way we give is changing.** It's the age of the individual. People are no longer bound to companies, or even cities. However, we still want to make an impact. Institutions are out; personal experience is in. And, it's easier than ever to create a personal platform.
- **The way we work together is changing.** Organizations are finite. Non-profits face tough social challenges with slim resources. Even organizations with adequate resources struggle with direction. No group can change the community alone.

"Newness" is all around us, but despite our unprecedented ability to connect, **our communities are fragmented.**

When our community suffers, everyone is affected. Just like we need each other to thrive, community problems need partnership. It's the strategic combination of giving and empowerment that will lead to results.

**United Way mobilizes the power of community, and **our connected community changes everything.****



# The **Hard** Truth

Greater Chattanooga is wildly philanthropic. We have nearly 1,600 non-profit organizations. Chattanoogaans give 50 percent more than the average person in the U.S. Yet, we're one of the worst places to grow up poor.



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We're the **ninth worst** in the nation for economic mobility and childhood poverty.

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**Seventy percent** of children born in poverty *stay there for life.*

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**60% of families** can't afford basic necessities like child care and health care.

We have the organizations and the dollars, so **how might we change more lives more quickly?**



# A Holistic Approach

United Way of Greater Chattanooga connects the social sector and marketplace to work across the lifelong spectrum of needs for individuals and families. We believe when you combine focus on specific issues with breadth of reach, you're primed for success.

We can better steward our community's resources by focusing them on a common goal and empowering experts to do what they know best.

## We know when you

### **EDUCATE**

people and foster

### **HEALTH & WELLBEING**

as well as financial

### **STABILITY**

your community will experience

### **ECONOMIC GROWTH.**

## We serve our community through

**mobilizing** the caring power and dollars of citizens and organizations

**convening** invested individuals with the experts on-the-ground and

**accelerating** high-performing programs to maximum potential.



# Our Plan

A healthy, connected community is a big vision, and achieving it together is a welcome challenge. To get there, we will renew focus on key success areas.

- **Data is power.**

Shared metrics give us a realistic picture of how we're doing and where we can improve. It's the foundation for an effective strategy. We will establish, capture and assess data points alongside community partners to meet and measure shared goals and hone in on specific areas of need.

- **Invest in what works.**

A stagnant allocation model won't keep up with changing needs. So, our partner agencies and even standalone programs will apply for funding to make sure Chattanooga's resources are matched to the deepest, most relevant needs and programs of proven impact. Furthermore, we will protect these investments by equipping them with best practices and trainings through our social innovation hub, Venture Forward.

- **Engagement is every day.**

We won't reach our goal by only focusing on corporate pledge campaigns or annual volunteer events. United Way of Greater Chattanooga will engage our community allies more often and more effectively to empower our community to seize opportunity. Whether via digital communication, new affinity groups, co-created initiatives and more, you'll know what the needs are and how you can help. We need your unique perspective and passion.



# Get Involved

Chattanooga won't grow from the work of one group, method or idea. We need you with us. We promise to inform you, engage you, and most importantly, listen to you. [Here's how you can win for our community.](#)

- **Volunteer**

There is no better way to create change than to volunteer right where needs are being met daily. The Volunteer Center at United Way provides group and individual experiences across our region.

- **Advocate**

We all have a shared responsibility to advocate for critical issues that impact our community. Know what is happening in our community and use your voice to share your beliefs with affinity groups, social circles and policy makers.

- **Start a Campaign**

Our campaign volunteers have done amazing things by pooling their passion, knowledge, and resources. Start your own workplace or personal campaign today with family, friends or coworkers.

- **Give**

Your investment transforms the lives of your neighbors every single day, and we ensure your donations make the greatest impact in our community.

## Connect with us.

Online: [UnitedWayCHA.org](https://UnitedWayCHA.org)

   [@UnitedWayCHA](#)



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