

what matters.



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A Great Place to Live... FOR EVERYONE



PHOTOS BY CHRIS BENDER

United Way funds a variety of programs in six key areas, including those that provide food, shelter and other types of assistance to the homeless. At left, an outreach worker chats with two homeless individuals near an encampment on the north side of the river. The encampment offers a panoramic view of downtown Kansas City, above.

United Way Is Making a Difference in Six Areas

Identifying and prioritizing the many needs of a complex, diverse community can be an overwhelming challenge. To clarify goals and solve critical problems, United Way focuses its efforts in six key issue areas:

■ Families and Neighborhoods –

Nothing is more important than family health and safety. United Way works to protect children and families from abuse, violence and crime, and helps them find affordable housing in safe neighborhoods.

■ **Health** – A thriving community depends on strong, healthy individuals. United Way promotes physical and mental health through prevention and education programs, and promoting access to affordable health care.

■ **Self-Sufficiency** – United Way not only seeks to meet immediate needs, like food and shelter, but also helps people find training, education and employment to support themselves and their families for the rest of their lives.

■ **Seniors** – United Way works to provide seniors with access to affordable transportation, health care, and the services they need to help them live independently, get where they want to go, and stay involved with the people and activities they enjoy.

■ **Young Children** – Because the first five years of life are the most crucial for brain development, United Way works to help young children get the early education and nurturing that enable them to reach their maximum potential.

■ **Youth** – Ultimately, youth are the future. United Way focuses on ensuring that all young people have access to proven ingredients for success in adulthood: high-quality education, enriching after-school activities and caring adults involved in their lives.

For more information on all of United Way's six key issue areas, please visit www.kcunitedway.org/ibased.htm.

Last year, Kansas City was named one of the most livable cities in the nation. For many, its economic development, downtown revitalization and thriving cultural scene make this their city of choice. But for some of Kansas City's residents, livability isn't about corporate jobs, sleek urban lofts or going to the theater. For these people, livability means clothes on their back, food on the table and a safe place to call home.

While Kansas Citians are proud of their beautiful, bustling town, they realize that a truly great city makes sure all its residents have access to basic human needs such as food, housing and health care. And it helps people solve their biggest problems, from locating quality child care to finding temporary shelter after a tornado.

One of Kansas City's most prominent citizens, Bill Zollars, chairman of Yellow Roadway Corporation, is doing his part to make this city the best it can be by leading the 2005 United Way campaign.

"The most successful businesses attend to the communities in which they operate," said Zollars. "Strong, vibrant communities attract the best employees and convince them to stay put."

While many charities focus on one issue, United Way addresses the needs of the entire community using three essential tools: knowledge, people and money.

KNOWLEDGE

Most people have a pretty good idea about some of the big problems—like hunger and homeless-

ness—and some of the solutions. But how many people know that more than 23,000 Kansas Citians called the domestic violence hotlines last year or that teaching kids to dance can help reduce crime? United Way gathers critical information to identify the community's most pressing problems and then figures out how to solve them.

PEOPLE

Because the toughest problems require teamwork, United Way brings together agencies across the metro area that help people in need. Along with business leaders, elected officials and community volunteers, they share their ideas and resources and achieve results that make a real difference in people's lives.

MONEY

All the knowledge and manpower in the world won't go very far without money. What makes the United Way such a smart investment is that it turns every dollar it receives into \$1.31 worth of help for those who need it—through matching grants and gifts-in-kind.

"United Way works tirelessly toward improving our city's neighborhoods, day care centers, youth programs, health clinics and so much more," said Zollars. "That's why I'm urging my colleagues, my employees and all Kansas Citians to support United Way. It's the best way I know to keep Kansas City one of the best places in the country to live, a place I'm proud to call home."

Make a Difference Today!

For every dollar you give to United Way, people in need receive \$1.31 worth of help through matching grants and gifts-in-kind. The difference adds up!

There are three easy ways to give to United Way:

- Contribute through your workplace
- Call (816) 559-4654
- Donate online at www.kcunitedway.org

Interested in becoming a volunteer? Contact the Volunteer Centers of Metro KC at (816) 472-4VOL or visit www.kcunitedway.org.