

# LIVE UNITED.

For more than 87 years, Valley of the Sun United Way has worked to improve lives in the Valley. Together with our 90,000 supporters we are solving the most pressing issues facing our community. By galvanizing a diverse group of public and private partners, United Way does what no one organization can accomplish alone—guide local residents on a path to a healthy life, achieve their potential through education, and become self-sufficient by earning a stable income.

Each year, United Way mobilizes the caring power of millions of local residents, companies and organizations that give, advocate and volunteer to make the Valley a better place for us all to live, work and raise our families. Because of our wide array of partnerships, we can effectively create change at two vital levels: 1) we create systemic change that impacts entire communities, and 2) we transform individual lives.

It takes a unique organization to work at both levels.

United Way is the Valley's top non-profit health and human services investor, providing more than \$70 million of support and touching more than 2.5 million lives annually in recent years. We understand the value and power of each donation, so 90 cents of each dollar we raise goes back into the community.

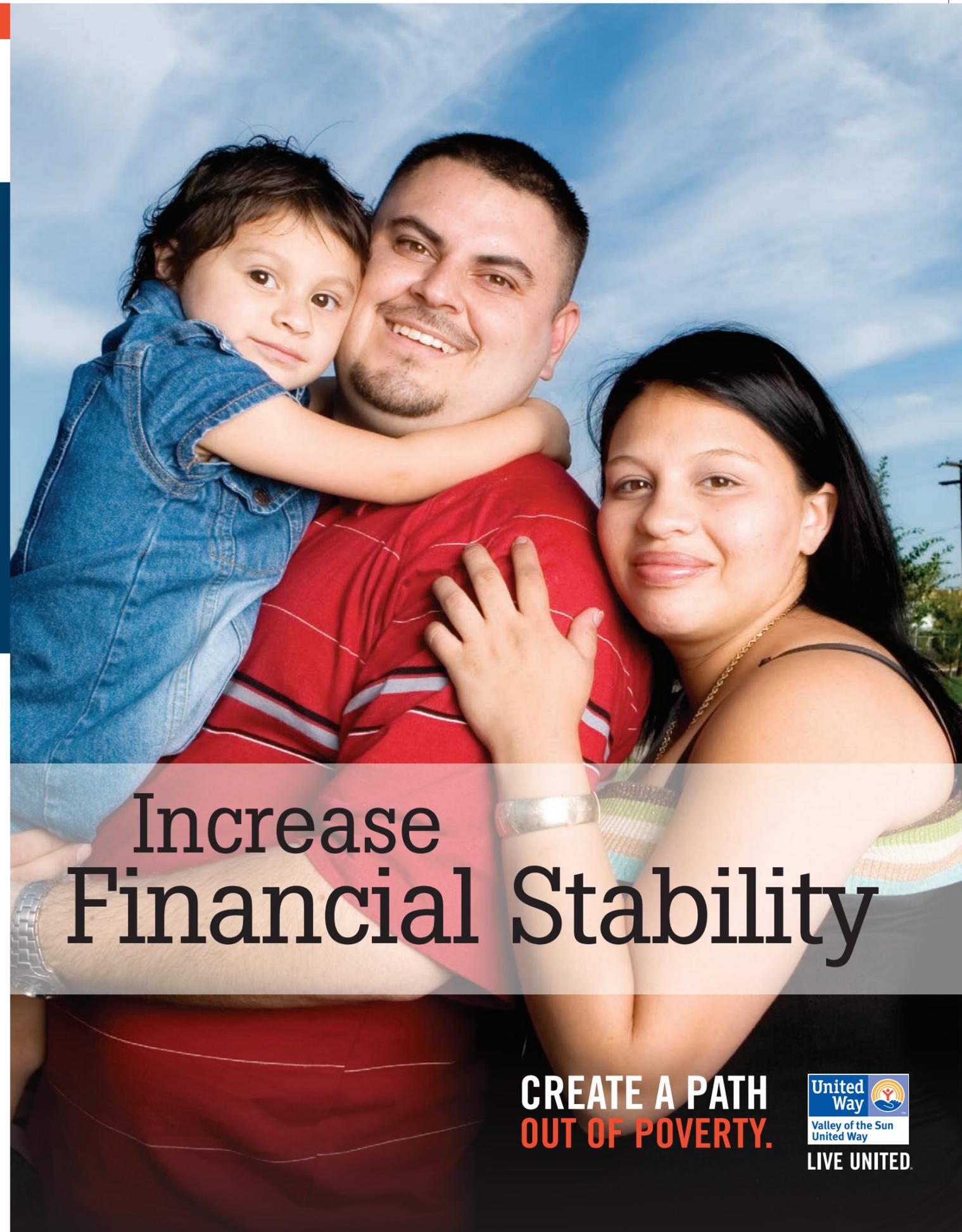
We are motivated by the belief that a community will move forward only if each person has the opportunity to achieve the basic goals we all aspire to: a good education for our kids, a roof over our heads, a meal on the table and financial self-sufficiency. These individual pillars are the foundation for strong, sustainable communities.

Your support makes this possible.

**We can only accomplish this with your support.  
For more info or to make a donation contact:**

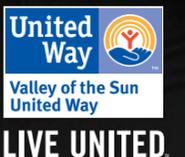
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Learn more about how you can be the one to transform lives in Maricopa County  
[vsuw.org](http://vsuw.org).



# Increase Financial Stability

**CREATE A PATH  
OUT OF POVERTY.**



## Families can THRIVE.

**No matter how hard they work, many in our community struggle to improve their lives and create financial stability.**

One fifth of Arizonans live in poverty.

How can they plan for college or home ownership in the future as they struggle to pay bills and put food on their tables today?

You can make financial security possible for these families and give them hope for a bright future for themselves and their children.

Often it takes just one selfless individual or action to empower local families to thrive – not just survive.

## BREAK the Cycle of Poverty.

Valley of the Sun United Way and our partners focus on three key programs to break the cycle of poverty and build a future of hope.

Your support will provide:

### **Job Training and Workforce Preparation**

Help individuals increase their education level, obtain marketable skills and possess work readiness skills such as resume writing and interviewing.

### **Financial Literacy Education**

Address both immediate and future financial challenges through education, which helps individuals increase and maximize income to meet daily expenses and save for the future.

### **Connections to Services**

Connecting individuals to programs and services they might not be aware of, such as free tax preparation, allows families to stretch dollars further, save money and build assets.

By focusing on these three areas, as well as providing support for basic needs such as food, housing and childcare, we can continue to help local families become financially secure and enjoy the peace of mind that brings.



## BEATRIZ' STORY: YOUR SUPPORT TRANSFORMS LIVES

**“The independence and security of financial stability is an aspiration we all share. United Way brings together the expertise, compassion and support to make these aspirations reality for families within our communities. By coming together, we give these families hope for a better future, and at the same time build stronger communities for us all to live, raise families and run a business.”**

**PAMELA CONBOY**

*Regional President, Wells Fargo Bank*

**A**fter being laid off, Beatriz hit bottom. Getting her taxes done became just one more challenge she felt unable to tackle. It scared her so much she put it off until right before the deadline.

Seeking help from United Way's Volunteer Income Tax Assistance (VITA) program, Beatriz soon realized there were people in her community ready to help. Raul, a VITA volunteer, helped her gain valuable earned income tax credits and the financial education she needed to save for her future.

**Because of generous supporters like you – Beatriz and others are experiencing the security of financial independence. Your gift transforms lives.**

## STRENGTHEN the Community.

Together we have increased the financial stability of families in Maricopa County by:

- Helping 3,200 individuals find jobs
- Providing financial education to more than 1,400 adults
- Empowering 210 families to purchase a financial asset
- Assisting 830 individuals to claim more than \$1 million in tax refunds through United Way VITA sites during the 2012 tax season

Financial stability is about much more than economics. When families have savings and assets it positively impacts every aspect of their lives, from strengthening marriages and improving the physical health of children, to increased success in school and likelihood of attending college. Low-income individuals that are empowered to manage and build financial assets over the long term are more likely to break the cycle of poverty for themselves and their family.

