

UNITED WAY CONSUMER INVESTMENT STRATEGY FOR REFUGEES, IMMIGRANTS AND REPATRIATED PERSONS

Definition of consumer population:

The consumer group consists of persons of all ages who are immigrants, refugees, or repatriated.

- *Immigrant:* An immigrant is a person who leaves one country to settle permanently in another.
- *Refugee:* A refugee is a person who is displaced from his country because of war, political oppression, and/or religious persecution.
- *Repatriated:* A repatriated person is one who returns to his homeland most notably following war.

Desired outcomes as a result of investing in services for this population:

- Consumers will gain proficiency with the English language
- Consumers experience a positive cultural transition
- Consumers become acclimated to American culture

United Way's Immigrants Investment Strategies:

- A) Services that help refugees, immigrants, and repatriated persons adjust to their adopted country