

PURPOSE

We are the bridge from crisis to possibility for hardworking Greater Clevelanders.

BRAND PROMISE

From crisis to stability to possibility.

We get people through difficult moments, keep them on track, and open doors to possibility.

HOW WE CREATE IMPACT

Help through crisis

Build stability

Open doors to possibility

United Way convenes businesses, nonprofits, philanthropy, and community leaders to scale what's working, identify resource needs, and partner to close those gaps.

BRAND TRUTH

The people working the hardest are often most at risk and have the fewest.

\$500

can be the difference between moving forward and falling behind.

UWGC is the bridge between crisis and possibility—keeping working people working and moving forward

WHO WE'RE FOR

Primary:

Working people and families living paycheck to paycheck—and employers who want to support and retain them.

Secondary:

Donors, employees, nonprofits, foundations, government, civic organizations, and community changemakers.

WHAT MAKES US DIFFERENT

- Providing people with the right help at the right time
- Partnering in practical solutions that strengthen financial stability and help hardworking families move forward
- Scaling what works in partnership with businesses, nonprofits, philanthropy, and community leaders.
- Developing real-time community insight to identify needs and close resource gaps.

Role: first call in moments of need, bridge to stability and possibility, solutions partner, innovator, business partner

PROOF

220K+

calls for help answered

9 of 10

connected to the right help at the right time

16K+

families prevented utility shutoffs

36K+

families stayed in safe housing

2 of 3

callers are working

1 of 2

Households are working but struggling in Cuyahoga County

100+

years as a trusted partner to Cleveland's business community

HOW WE SHOW UP

Clear. Human. Practical. Hopeful. Credible. Dynamic. Impactful.

SIMPLE STORY

Most hardworking people are doing the right things —working, paying bills, raising families, and trying to build a better future.

But when rent goes up, childcare falls through, or a car breaks down, there often isn't enough cushion to recover easily.

When a job is not enough, that's where UWGC comes in.

We bridge the distance between crisis and possibility — providing support when it's needed most and partnering on solutions that help more people move forward.

United Way of Greater Cleveland | The bridge from crisis to stability to possibility

United Way of Greater Cleveland is the bridge from crisis to stability to possibility.

For so many in our community, having a job is not enough. Nearly half of the families struggle to manage basic needs let alone an unexpected expense — a \$500 car repair, a utility bill, or one missed paycheck. Without the right support, those moments can become lasting setbacks on a family's path forward.

United Way bridges that gap. We provide our community with 211, which assesses needs and navigates more than 200,000 Clevelanders each year to the right help at the right time. And we use what we learn from those daily conversations to strengthen what's working, and scale solutions that help families stay stable, working, and moving toward greater possibility.