

FRONT: THE QUICK STORY



United Way of Greater Cleveland is the bridge from crisis to possibility for hardworking Greater Clevelanders.

30-SECOND TALK TRACK

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 United Way 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.

\$500 can be the difference between moving forward and falling behind.

BACK: HOW WE CREATE IMPACT



WHO WE SERVE

- Working people and families living paycheck to paycheck
- Employers who want to support and retain their workforce
- Partners and donors looking for practical community solutions

WHAT MAKES UWGC DIFFERENT

Right help at the right time • Practical solutions • Scaling what works through community-wide partnerships • Real-time community insight to identify and close resource gaps

PROOF POINTS

220K+	calls for help answered	9 in 10	connected to the right help
16K+	families avoided 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