



BAUW Talking Points

Brookings Area United Way fights for the health, education, and financial stability of every individual in Brookings County. Through uniting people, sharing resources, inspiring hope, and enriching lives, United Way envisions a stronger Brookings County. The United Way Network works to promote conversations about our County's most pressing social issues while finding creative, holistic approaches to build a higher quality life.

- Brookings Area United Way targets key issues within our community to stabilize lives and foster long-term, positive change.
- United Way looks beyond immediate problems to identify and address contributing factors in order to create meaningful change.
- A solid educational foundation leads to income opportunities which leads to better health. These three areas are interconnected and United Way funds programs that target each area while creating partnerships to promote community solutions.
- United Way generates funds and resources for multiple agencies, which allows these agencies to collaboratively support the critical needs of our community.
- With United Way, donors don't have to choose one need over another because campaign donations support multiple, big-picture needs. This helps children, individuals and families get the comprehensive support they need to stabilize home life and move forward to lead positive, productive lives.
- Every dollar counts. Each donation to the United Way campaign is able to go further in the community by supporting various agencies.

For additional resources, please check out the Campaign Toolkit.

For coaching or education, please contact the United Way office at uw@brookingsunitedway.org.