

## 2010 United Way of East Central Iowa Partner Agency Speaking Outline – Financial Stability



### **Introduce yourself and thank them for their past support**

United Way of East Central Iowa and its community partners build strong families by helping those most in need. We help children start strong, youth grow strong and families stay strong by focusing on the basic foundations for a better life – quality education, adequate income and better health.

Seven in 10 families with children, headed by a single mother, are not financially stable. Over 5,300 households in Linn County do not earn an income sufficient to meet their family's basic needs.

### **How can we help families Stay Strong?**

**Goal:** To Increase the number of financially stable households by 15%.

We all contribute to that goal by investing in programs that help people establish a sufficient income, find safe housing and obtain essential services.

Here's an example of how my agency is part of helping achieve this goal:

**((Insert Your Agency Story))**

### **Closing:**

Now here's your part – partnering with United Way is the easiest and most powerful way to invest in our communities. To LIVE United means to be part of the change. It takes everyone in the community working together to create a brighter future. Together, we can accomplish more than we can alone.

**Give:** A gift to United Way will provide support services that reduce barriers and build family resilience.

**Advocate:** Promote and enhance education and support services that help families achieve financial stability.

**Volunteer:** Help low income households save their limited resources by becoming a volunteer income tax preparer. Become trained and certified to prepare taxes for low income individuals and assist them in accessing tax credits.