



GENERAL MESSAGING

2024 CAMPAIGN THEME

Creating Opportunities Together

AGENCY TAGLINE

Building Stronger, More Resilient Communities

ELEVATOR PITCH

Who is United Way of the River Cities?

Our mission is to connect our community with resources to reduce poverty and improve lives.

True to our founding spirit, whenever there is a need in our communities, United Way of the River Cities is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs.

We address the community's most pressing needs in four impact areas, health, education, financial stability, and basic needs.

Together, we're helping mobilizing communities to action by convening coalitions, funding nonprofit partners and internal initiatives, and by measuring results.

When you donate to United Way of the River Cities, you join fellow donors, corporate sponsors, volunteers, community organizations and advocates to help build stronger, more resilient communities.