

# WE IMPACT

## The Value of Partnering with United Way of York County

United Way of York County strengthens community conditions by bringing people and resources together to effect long-lasting changes that improve lives.



**Bright Beginnings:** All York County children, from birth through age 8, have the best start for lifelong learning and success.

**Promoting literacy:** United Way's Volunteer Reader Project doubled in size in 2014-2015 and is poised for further expansion in the coming school year. Volunteer readers are placed in the community, helping children develop & grow their literacy skills.

**Providing the tools children need to succeed:** Collaborating with other community businesses and organizations in 2014, Tools for Schools and Stuff the bus provided 1,000 children in York County with backpacks and school supplies

*"I'm a big believer in the importance of the first 3 years. This is the age to make the biggest difference and I'm glad I'm here to help" - Kathy, Volunteer Reader, pictured right*



**Healthy Foods:** The nutrition of all children and seniors in York County is improved through healthy food and improved eating habits.

**Convening groups to ensure food gets to people who need it:** UWYC's Employee Engagement Council and Partners for a Hunger-Free York County collaborated over the winter to deliver food to 25 low-income seniors in York County. These food bags provided the seniors with fresh and nutritious foods that they would not normally have at that time of the year due to cost and travel constants.

**Partnering with local coalitions to address food insecurity:** As a coalition member of Partners for a Hunger-Free York County, we work to make sure kids eat healthy and nutritious meals. Coordinating summer meal sites for kids around York County is a way to ensure that even without school meals, kids are still accessing the food they need.



**Connected Youth:** All youth in York County are valued by and contribute to the well-being of the community through service and philanthropy.

**Engaging students in their community:** Through a new partnership with KitteryServes a day of service is being designed specifically to engage families and youth.

**Connecting youth to meaningful volunteer opportunities:** UWYC is coordinating volunteer fairs at University of New England and Traip Academy to better engage youth in the community.



**Promote youth service and philanthropy as a path to leadership and civic responsibility:** UWYC has built a relationship with Middle School of the Kennebunks, and is working with 8th graders who are in the International Baccalaureate Program to partner on a youth engagement program and community placements for fall 2015.



**Supportive Services:** Investing in local services that support strategic priorities.

**Providing training on how to effectively engage community members as volunteers:** Through the Service Enterprises Initiative, UWYC works with local nonprofits to maximize their impact through skilled volunteers. After 20 hours of training and 10 hours of consulting, organizations with a proven understanding and expertise in community engagement practices are eligible for national certification as a Service Enterprise.

**Building the capacity of nonprofits:** The Day of Caring is an annual event that mobilizes nearly 1,000 volunteers to complete projects at nonprofit sites all across York County. In 2015 more than 90 projects were completed at 40 individual locations.



**Providing information on services through 2-1-1 Maine.**  
In 2014, over 3,000 people from York County utilized 2-1-1 to find help.