

THANK YOU!



Join us in making  
Greater Detroit one of the  
top five places to live and  
work by 2030.

You can:

**Give. Advocate. Volunteer.**

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United Way  
for Southeastern Michigan

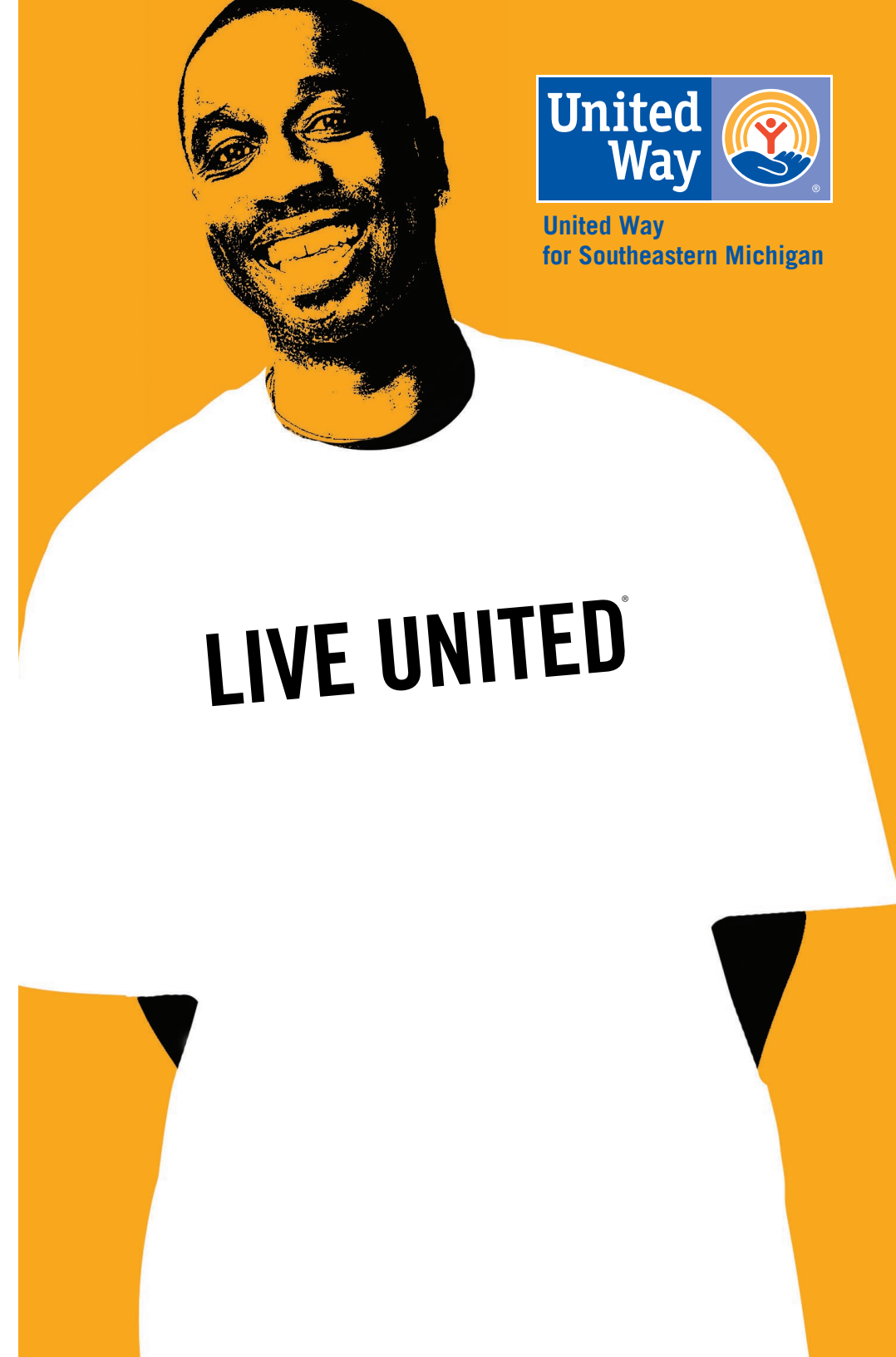
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United Way  
for Southeastern Michigan



# WHY SHOULD YOU GIVE TO UNITED WAY?

## The Community Needs You.

Your support helps people get access to the things that matter most in life — a quality education, a stable income, and the very basics, like food.

## Join in the Fight.

You can build a better tomorrow by joining us in tackling these tough issues.

## Your Support Produces Results.

From achieving a 25 percent drop in chronic absences at United Way turnaround schools to providing pathways to help 5,000 struggling individuals and families become financially stable and meet their basic needs, your support shows results.

# SUCCESS DEPENDS ON YOU!

*A gift to United Way provides hope for the students at Cody's Small Schools who are the future leaders for our communities. Your support has given educators the chance to help transform our school so that students can have a better life and understand their responsibility to lead."*

*Johnathon Matthews  
Principal,  
Cody Academy of  
Public Leadership*



## EDUCATION

### CLOSING THE PREPARATION GAP

**Right Now.** Less than 50 percent of children enter kindergarten prepared to learn. Nearly 30 high schools in Southeast Michigan graduate fewer than 60 percent of their students.

**The Vision.** To ensure 80 percent of children are kindergarten-ready and to turn around failing high schools so they graduate 80 percent or more of their students.

**Because of You.** Parents and caregivers are learning to create nurturing, literacy-rich environments so children can start kindergarten ready to learn. Underperforming schools are being radically transformed into high-achieving schools through smaller environments and individualized instruction.

## INCOME

### BUILDING SUCCESSFUL PATHWAYS

**Right Now.** Nearly 40 percent of people in the tri-county area live 200 percent below the federal poverty level (\$22,050 for a family of four in 2010).

**The Vision.** To help 19,000 families become financially stable through pathways to jobs, financial coaching and access to benefits.

**Because of You.** The Centers for Working Families are helping nearly 5,000 families gain financial independence.

## BASIC NEEDS

### CLOSING THE HUNGER GAP

**Right Now.** 1 in 4 Michigan households has children at risk of missing one or more daily meals.

**The Vision.** To reduce hunger by 50% by expanding food assistance, distribution, and access for people in need.

**Because of You.** School breakfast programs have been established and/or improved to reach children that qualify.

## United Way Pledge Form

### 1. Personal Information

Please print your information in the space below: United Way does not sell, trade or rent your personal information. Visit <http://liveunitedsem.org/pages/donor-bill-of-rights> for more details.

Mr./Mrs./Ms. \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone Number \_\_\_\_\_ Personal E-mail \_\_\_\_\_

Employer \_\_\_\_\_

- I'd like more information via email on how my contribution is helping Southeastern Michigan.
- Please recognize me as a **Loyal Donor**. I've been giving for \_\_\_\_\_ years. (10+)
- Please contact me about **Leadership Next** — an emerging leaders group. *No gift level requirement.*
- My spouse/partner also gives to United Way. Please combine our gifts.

Spouse/Partner Name \_\_\_\_\_

Spouse/Partner Employer (if applicable) \_\_\_\_\_

### 2. Your Contribution

#### Leadership Giving\*

I want to lead community change now. Please accept my gift of:

- \$5,000
- \$3,000, *with a 3-year Step Up pledge\**
- \$1,000
- \$600, *with a 3-year Step Up pledge\**
- Surprise us! *Write in below*

*\*See Leadership insert for more information*

#### Change Agent Giving

I want to be a change agent. Please accept my gift of:

- \$500
- \$250
- \$100
- \$50
- Surprise us! *Write in below*

Gift Amount \$ \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 3. Ways to Give (Choose one.)

- Check**  
(Make payable to United Way for Southeastern Michigan)
- Payroll Deduction**
- Credit card**
  - One time
  - Monthly
  - Quarterly*I'd like to be charged:*
  - Now
  - Beginning on this date: \_\_\_\_\_
- Quarterly Pledge Reminder**  
(\$25 Minimum)
- Direct debit**  
Please call 313-226-9438 to exchange necessary information.

#### For credit card payments:

Name exactly as it appears on the credit card \_\_\_\_\_

Credit card # \_\_\_\_\_ Exp. date \_\_\_\_\_

- MasterCard
- Visa
- American Express
- Discover

### Your Gift at Work

- Maximize my contribution to meet the community's greatest needs.
  - Please distribute my gift to my selected area of interest:  Education  Income  Basic Needs
- Your contribution will be divided equally if you donate to more than one area of interest.*

**Our Success Depends on You. Thank You for Your Generosity.**