**Key messages and talking points**

* At United Way of Southeastern Idaho, they think – and work – differently. It’s exactly what sets them apart and allows your donations to do the most good for the most people.
* A gift to United Way of Southeastern Idaho’s Community Fund benefits the entire community. All donations are invested in Southeastern Idaho programs that impact education, health or financial stability. All programs are vetted extensively to ensure donor dollars make the greatest impact.
* United Way of Southeastern Idaho is a locally incorporated 501(c)3 nonprofit organization. Local leaders make up our board of directors. Our regional coverage area includes the seven SE Idaho counties: Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida, and Power.
* 100% of individual employee donations are invested in more than 25 that impact our seven-county region locally. 0% of your donation pays for our overhead. Additionally, donors may choose to "designate" all or a portion of their donation to a specific 501(c)3 organization or a United Way of Southeastern Idaho issue area.
* The United Way of Southeastern Idaho is privileged to have a number of strong relationships with some of our area's largest employers as well as other national brands. Our overhead costs are paid by our generous corporate sponsors as well as through outside grants. This allows 100% of employee donations to go back to support impactful programs and United Way of Southeastern Idaho initiatives right here in our community.
* United Way of Southeastern Idaho is a leader, a collaborator, a supporter and – at times – a creator to solve complex community issues. Their all-women powerhouse team of eight punches above their weight, working every day to improve outcomes for children, families, and individuals in need in our seven-county region. They find solutions through their community impact work, and they team up with powerful partners to create a healthier, more financially stable and educated Southeastern Idaho.

**Examples of United Way’s community-led solutions**

* + **Community fund**
    - The Community Fund dollars raised over the last year during our Teaming up for Tomorrow campaign – a total of $327,350 in Community Fund grants – were awarded to 26 vetted and trusted local nonprofit programs that help stabilize ALICE households.
  + **findhelpidaho.org**
    - United Way of Southeastern Idaho collaborated with statewide partners to develop findhelpidaho.org, a website that connects community resource providers with the populations they serve. For the first time ever, Idahoans can now search by zipcode to get local, free, private, easy to navigate, and up-to-date information about free community resources.
  + **American Falls and Pocatello/Chubbuck preschool scholarships**
    - In 2020-21, United Way of Southeastern Idaho led a collaborative that provided preschool scholarships for children in American Falls, ensuring that those with limited financial resources have the opportunity and access to high quality early learning programs. The initiative surpassed seat goals and kindergarten readiness scores skyrocketed above the state average. In 2022-23, United Way awarded $46,000 in preschool scholarships; expanded educational opportunities to 62 students; leading to an additional 4% increase in school readiness scores.
  + **Get Healthy Idaho** 
    - United Way of Southeastern Idaho conducted a community health needs assessment in Bannock County to determine barriers to health and found that our community’s ALICE families experience the following unmet needs: Housing (29.4%), food (28.4%), utilities (22%), and transportation (21.1%)
  + **Ride United**
    - Launched Ride United, a first-of-its-kind initiative in Idaho that provides free transportation for health-related activities for community members in need who are patients of our local free clinic, crisis and recovery centers, and mental health providers.
  + **Read Talk Play Everyday**
    - A United Way of Southeastern Idaho-led early learning collaborative helped American Falls School District launch Read Talk Play Everyday, educating parents on their role in developing their children’s cognitive, social and emotional skills. The collaborative expanded “Read Talk Play Everyday” to Pocatello/Chubbuck in 2022.
  + **Women United**
    - Women United, an affinity group of United Way of Southeastern Idaho, distributed $12,000 to local trusted and vetted nonprofits who directly serve Southeastern Idahoan women who are survivors of sexual or domestic violence.
  + **STEM mobile learning lab**
    - United Way of Southeastern Idaho has expanded access to STEM opportunities to rural students with a new mobile learning lab, a makerspace trailer that comes equipped with art supplies, educational materials, maker-tools and curriculum for science, technology, engineering, arts and math education and is geared for pre-K to 8th grade. United Way brought its TMC lab to engage 728 school-aged youth in STEM activities and partnered with school districts on family engagement activities/events for 1,403 children and their families.