

OUR PURPOSE IS CLEAR: REDUCE POVERTY.

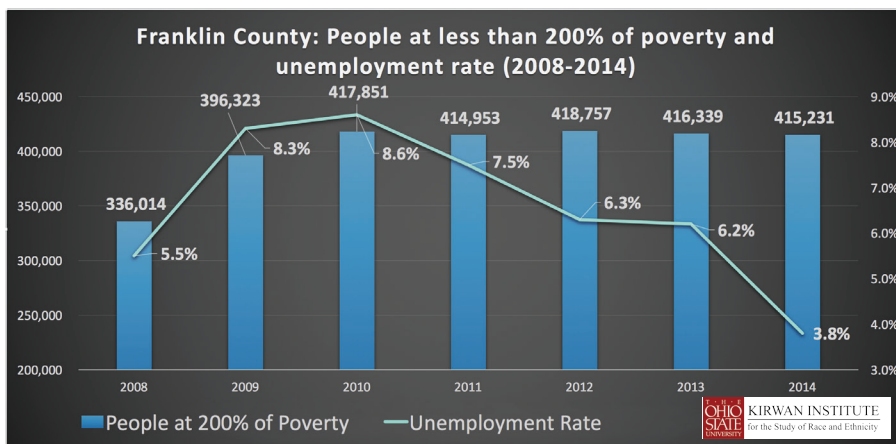


United Way has “local vision”—the ability to look across the community and see the greatest needs impacting residents, our neighborhoods and businesses. As needs change, United Way changes. With help from the thousands of donors and volunteers who have placed their trust in us for more than 90 years, we have the ability to positively impact the conditions in central Ohio.

WHY we reduce poverty.

UNEMPLOYMENT DOWN, POVERTY STILL HIGH

Though the Columbus region has one of the strongest economies in both Ohio and the Midwest and has successfully recovered all of its jobs lost during the latest recession, not everyone in our community is sharing in the rewards.



POVERTY IMPACTS US ALL.

We may not see or experience poverty in our daily life, but it affects each of us.

- We pay for the **economic drain of poverty**, through increased disparities, health care costs, crime, and homelessness.

A 2014 study revealed that it costs taxpayers 68% more to leave a homeless person on the streets than to provide services like housing, job training and health care.

- **Poverty limits opportunities for our children, making it difficult for them to reach their potential** and become productive as adults. They deserve an opportunity to succeed.

The average 4-year graduation rate in school districts with more than 70% low-income students is at least 8% points below the statewide average.

- With unemployment at historic lows in central Ohio, it's simply unacceptable that 1 in 3 people in our community **still struggle to meet their most basic needs**, not only in urban neighborhoods.

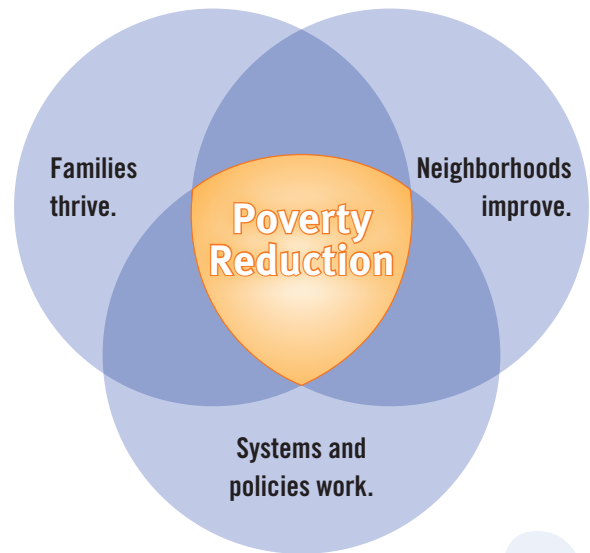
The Worthington Resource Pantry served 1,200 families in 2015, 400 to 500 visits each month, up 27% from 2014.

HOW we will reduce poverty.

CHANGING THE WAY WE TACKLE THE ROOT CAUSES.

United Way thoroughly reviewed the latest data and research on the root causes of poverty, and developed transformative, integrated approaches that offer the greatest potential for effectively reducing poverty.

These new approaches recognize United Way of Central Ohio's unique role as a catalyst that mobilizes people and systems to work together to change community conditions and reduce poverty.



Poverty is an extreme issue in the city of Columbus, and it needs to be conquered.

Steve Rasmussen
Chief Executive Officer, Nationwide

WHERE WE WILL PRIORITIZE FOR 2017 AND BEYOND:

- **BASIC NEEDS**
Ensure people who experience a crisis have the crisis resolved.
- **SCHOOL READINESS**
Help children develop the skills and behaviors to enter kindergarten ready to succeed.
- **HIGH SCHOOL GRADUATION**
Help young people develop the skills and behaviors to graduate from high school prepared for success.
- **JOBS AND FINANCIAL STABILITY**
Prepare people for available employment opportunities and keep them connected to the workforce.
- **GOOD HEALTH**
Help people understand their health condition, manage their personal health, and be able to use the right health services at the right time.
- **STABLE HOUSING**
Help people gain access to and maintain stable housing.