



United Way  
of Merced County

## **Research**

Before we ask you for a contribution, United Way does extensive research to determine the community's current and emerging needs, and the resources already in place to meet those needs.

## **Priorities**

Once the needs and gaps in resources are known, United Way community volunteers determine which needs are most urgent.

## **Strategy**

Expert volunteers and staff identify strategies and target dollars to programs that address the community's most urgent needs.

## **Fund Raising**

United Way invites you to invest in meeting community needs. Building our community through United Way is efficient and effective. As a trusted partner, for over 50 years, United Way has the expertise to focus on tangible problems with real solutions, making your caring count.

## **Investment**

United Way volunteers and staff invest your contributions in our community by supporting organizations and programs that have proven they can get results that impact our community.

## **Accountability**

Organizations that receive funds from United Way meet high accountability standards and can demonstrate the results they achieve. Funding decisions are based on the performance and impact these organizations have on community needs.