THE NEED IS ENORMOUS. In Pennsylvania, 41.3 percent of food assistance recipients are children. Nearly 40 percent of seniors 65+ have a disability that limits their daily activity or ability to care for themselves. In 2012, over 60 percent of callers to 2-1-1 are searching for help with food, shelter or utilities for themselves and their families.

RESOURCES ARE SCARCE. Government funding for health and human services is declining, forcing agencies to scale back or eliminate critical programs even as the needs continue to grow in this tough economy.

WE ARE LOCAL. The money you donate to United Way of Allegheny County supports LOCAL programs and agencies. Dollars raised in your community stay in your community to help build a better place for all of us to live and work. This is truly neighbor helping neighbor.

WE ARE PROGRESSIVE. United Way is forward-thinking, embracing new initiatives and forms of engagement to service more people. And our initiatives are timely and relevant: PA Southwest 2-1-1 is a 24/7 Help Line servicing approximately 5,000 calls/month; United for Women's goal is to raise $1 million to help women in unforeseen times of transition; Be A Middle School Mentor is the biggest school-based mentoring initiative in the region.

EVALUATION IS AT THE CORE OF OUR RESULTS. United Way holds agency partners accountable for producing measurable results against targeted outcomes. A competitive review process and measurable program outcomes (assessed by nearly 200 volunteers) demonstrate United Way's community-wide results.

WE OPTIMIZE YOUR REACH AND YOUR IMPACT. Think: 1 + 1 = 3. United Way collaborates with the best agencies and best people to maximize your gift's impact.

WE COLLABORATE. We bring local community leaders, organizations, agencies and professionals together to create a team that understands our community's needs first hand. Volunteers drive initiatives which make our community a great place to live, work, and raise a family.

WE ADDRESS THE GREATEST NEEDS. United Way focuses on the critical health and human service issues of our day. From elder care to after-school learning to job training to crisis support – United Way works to address the greatest challenges facing people in our community.

WE HAVE LOTS OF SUPPORT. Sixty thousand of your neighbors, coworkers and friends trust United Way with their charitable dollars. For good reason. United Way of Allegheny County has earned Charity Navigator's highest rating – 4 stars – for the third consecutive year, only 10% of charities have earned this distinction.

WE ALL BENEFIT FROM UNITED WAY. From programs that help our neighbors and even our own families cope in the face of unexpected crisis, to programs that help working families overcome life's challenges and remain self-sufficient – we support a wealth of community services that has improved the quality of life in our region. It is up to each of us to protect and sustain it.