Basic needs like housing, health, education, and employment are essential—but not equitable.

We strive to make lives better for those who call Central Maryland home, because strong neighbors create stronger neighborhoods.
We provide what’s needed, where it’s needed, promoting equity and creating opportunities. In Central Maryland, our neighbors are working hard to survive—United Way wants them to thrive.

### WHY GIVE TO UNITED WAY

39% of Marylanders **struggle to afford household necessities**

Two parents working full time each need to earn almost $22/hour to afford essentials; Maryland minimum wage is $12.50/hour
For almost 100 years, we’ve worked tirelessly to improve Central Maryland by building deep and trusting relationships with our neighbors—engaging, listening, and acting.
OUR AREAS OF FOCUS

HEALTH
HOUSING
EDUCATION
ECONOMIC ADVANCEMENT
211 MARYLAND HELPLINE
Families across Central Maryland struggle with hunger and access to healthy food options. We strive to provide enough—and better—food for every family by increasing awareness of wellness and nutrition.

Our case managers also provide a safe space for our neighbors to talk about mental health and provide information and stress relief care packages to combat stress and anxiety.
We help prevent homelessness by offering both eviction prevention and relocation services so families can achieve their housing goals.

Our Strategic Targeted Eviction Prevention (STEP) Program provides relief to at-risk households, serving 7,500+ households and providing $64.2M in rental assistance since 2020.

Since 2021, our Relocation Program has successfully relocated 71 households, and 100% remain housed six months after relocation.
Our education work touches multiple phases of a student’s journey—from advocating for quality early education to helping students graduate high school.

Our On Track 4 Success program provides a blueprint for helping more at-risk students stay and succeed in school and has served 4,000+ students and their families.

We also support projects bridging the digital divide to ensure students are equipped with the technology needed to succeed.
We work with our neighbors to reduce the need for assistance and remove obstacles keeping them from a job that pays the bills. Our economic advancement programs include specialized work initiatives with veterans and those experiencing homelessness.

Through GED instruction, job readiness training, career mentoring, and apprenticeships, we put people on track to gain the self-sufficiency we all desire and deserve.
Our 24-hour, free, confidential helpline answered close to 100K calls this past year, with 35% of callers requesting housing assistance (the highest area of need).

211 Maryland United Way Helpline and website connects people of all ages from all communities to the essential health and human services they need.
We apply an equity lens and partner with neighborhood leaders and organizations to ensure those representing different backgrounds maintain equitable access to services and support.

uwcm.org/equity-statement
Our Young Men United initiative supports young men of color with their educational and vocational dreams. **This comprehensive program helps develop a strong pipeline of engaged leaders who excel in their careers and strengthen our workforce.**

The first cohort of Young Men United includes **50 students** in Baltimore City, at Patterson High School and Benjamin Franklin High School.
Focused on multi-generational support, our Neighborhood Zones located in Brooklyn, Poppleton, and Columbia support social, economic, and educational advancement.

Offerings include on-site Family Centers, housing and employment assistance, dropout prevention programs, mental health services, and more.

In the most recent school year, 9 student parents graduated, and 25 infants and toddlers enjoyed safe, enriching on-site daycare.
Our court-supervised, voluntary mentor program in Baltimore City and Anne Arundel County helps serves those who have served us.

Program partners create strategic plans to help veterans overcome mental health issues, substance abuse, homelessness, unemployment, and other struggles to live lawfully and independently.
Get involved! Join a powerful network of members representing a wide variety of age groups, backgrounds, workplaces, and interests who are committed to improving our region.

- Emerging Leaders United
- Leaders United
- Women United
- Emerging Tocqueville Society
- Tocqueville Society

uwcm.org/membership-groups
United Way’s volunteer opportunities are both virtual and in-person, hands-on experiences that help participants better understand the issues our communities face—and tangible opportunities to become a part of the solution.

uwcm.org/volunteer
<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30</td>
<td>Provides a week of healthy lunches for one toddler at our Family Centers</td>
</tr>
<tr>
<td>$75</td>
<td>Supplies a uniform, stethoscope, and safety glasses for a CNA/GNA student</td>
</tr>
<tr>
<td>$175</td>
<td>Covers one month of transportation needs for a veteran</td>
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<tr>
<td>$250</td>
<td>Connects 5 middle school students to skill-building mentorship</td>
</tr>
<tr>
<td>$800</td>
<td>Purchases a laptop for a Young Men United participant</td>
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</table>

**WHAT YOUR GIFT CAN DO**

We invest in programs and people making a difference in Central Maryland. Thanks to our extensive network, United Way creates meaningful, lasting change. **Help provide essential needs to our neighbors with your gift to United Way today.**
THE 30|30 EXPERIENCE

The 30|30 Experience is a powerful virtual session that reveals why so many hardworking people can’t make ends meet.

In real-life scenarios, navigate 90 minutes of difficult, often life-altering decisions by assuming the identity of a parent in a low-income household.

uwcm.org/3030
DATA & REPORTING

Our robust data capability and commitment to tracking impact ensures we continue to work in the places and in the way that delivers the greatest benefit to our communities and the best return on our investment.

By actively listening and gathering data about the challenges facing residents of our region, we craft evidence-backed, sustainable solutions.

uwcm.org/reports
Thank you!

Visit UWCM.ORG for more information
QUESTIONS?

Visit UWCM.ORG for more information
• Use
• Bullet Points
• Font/Size/Spacing is set. Do not change.
ICONS for your use.

Always hold down shift when dragging the corner of the icon to resize!