

By The Way...



United Way of Mid-Maine's Approach - Lasting Change

You probably know United Way best for our role in supporting a large network of local nonprofit agencies. We have a proud history of providing a convenient way for employees to give back to their communities and help Mid-Maine people in need.

However, the problems facing Mid-Maine today demand a more strategic approach and investors are demanding more accountability. No other organization in Mid-Maine is better positioned to lead systemic change. United Way is bringing new approaches, resources, and partners to the table to address local issues. It takes a whole community – working together – to get the kind of results we're after.

We create change by...

- * Developing Community Impact Teams to identify local priority needs and strategies to address them that support lasting change
- * Taking initiative and engaging the community to accomplish long lasting change, not just cosmetic, quick fixes, rather than only acting as a middleman for funds
- * Applying better business practices, such as demanding more accountability and bringing more resources and community partners to the table
- * Addressing root causes of issues, such as mental illness, lack of employment, or drug addiction as the root cause of homelessness
- * Creating a better alignment of our mission and community resources and decreasing duplication of services to create long lasting changes in peoples' lives and the community

Using these Approaches...

Advocacy

Collaboration

Information and Referral

Resource Development

Public Education/Input

Additional Development

Our mission remains the same. What is different is our approach. It is not how many individuals we provided for and serve. It is not how many programs we provide or partners we unite. At United Way, we measure progress by bottom line results, the lives we change and communities we strengthen. For our children, our families, and our communities.

“United Way is most powerful when we bring communities together around a set of issues or opportunities that can only be addressed collectively.” Brian Gallagher, President, United Way of America

<p style="text-align: center;">Partnerships</p> <p>Businesses, faith based organizations, labor unions, academia, media, non-profits, government, neighborhood networks, and volunteers accomplishing more collectively than any group can do alone</p>	<p style="text-align: center;">Community</p> <p>Coordinating support for isolated and underserved seniors</p> <p>Providing early childhood growth, development, and school readiness programs</p> <p>Providing training and education for success in the job market</p>
<p style="text-align: center;">Change</p> <p>Leading required economic, social, and political change starting with ourselves</p> <p>Demanding flexibility, responsiveness, and a different way of thinking</p> <p>Providing lasting change, not just cosmetic, quick fixes</p>	<p style="text-align: center;">Results</p> <p>Beyond dollars raised or services delivered, its about improving lives and building stronger communities, creating lasting changes in peoples' lives and the community</p>

Your United Way contribution is an investment in your community. Magnified by others who invest the united way, it has the real power to bring about the lasting changes that matter in mid-Maine.