



A SHARED VISION

FIGHTING TO INCREASE THE SUPPLY OF QUALITY,
AFFORDABLE CHILD CARE AND HOUSING

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED®

United Way
Monterey County
unitedwaymcca.org

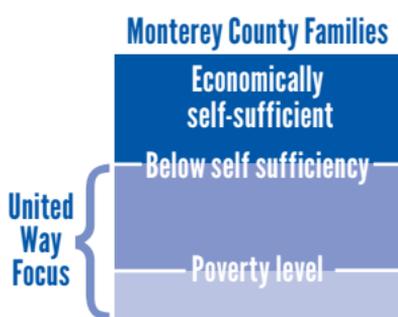


CHANGING THE ODDS FOR FAMILIES

As part of the Impact Monterey County (IMC) assessment, you told us that you envision a community where people are self-sufficient and can achieve prosperity. A community where everyone has the ability to take care of themselves and build a better future for their children.

You also told us that you want United Way Monterey County to do more than mitigate poverty. That our community needs United Way to take on (and solve) problems that prevent people from achieving prosperity.

The timing was perfect. We already have a long history of providing services that help people stretch their paycheck. But we knew we could do more. **We have the ability to be the game changers.**



In Monterey County, 19% of households are below the poverty level. Sobering? Yes. And another 40% don't make enough to cover all their day-to-day expenses. **A family of three** – two parents and a young child – **needs to earn \$60,000**

to be self-sufficient. That is, to pay for good child care, a safe, decent place to live, food, transportation and all their other bills. Fully 59% of our families are just a paycheck away from crisis. That hurts us all.

That's why United Way is **fighting to increase the supply of quality, affordable Child Care and Housing** and helping people gain financial independence. We're fighting to create the community we all want.

Solving these problems takes more than money. It will take us all working together. I invite you to learn more about our work and get involved. As a donor, a partner, an advocate or a volunteer. Please join the fight. We need **you.**

Katy Castagna
President and CEO





AFFORDABLE, QUALITY CHILD CARE

So that parents can work knowing their children are well-cared for and prepared for school, United

Way is expanding quality child care options that parents can afford. We're doing this in a variety of ways.

We're expanding **Migrant Head Start** so that farmworkers have child care that fits their early hours and long weeks and that is available throughout the growing and harvesting season. This is a double win: children are prepared for success in school and beyond and our agricultural businesses retain valuable employees.

Children who enter kindergarten without having attended center-based care are at a disadvantage from day one.

To bridge that learning gap, United Way funded a **summer program** to prepare children academically, socially and emotionally to achieve in school.

Through our partnership with **Bright Futures**, we're working to streamline the way that parents find and assess child care openings, while advocating for more. More subsidized care from the State. More facilities convenient to home or work.

A larger and better prepared child care workforce. We also support informal family- and friend-based child care providers to enhance their child development skills.

38,194

children 0-5 in Monterey County

10,532

child care spots in
licensed programs

A PLACE TO CALL HOME

We are investing to increase the supply of affordable, quality housing and helping families manage their finances and save for the future.



For example, our recent investment in the Monterey Bay Housing Trust will help more than 200 low and very low income families and individuals have a **quality, affordable place to call home**. United Way is also working closely with local government,

agricultural leaders and others to identify solutions for expanding the supply of safe, secure, **sustainable farmworker housing**.

But people in crisis need immediate relief. For example, the number of students who are homeless has grown steadily since 2010. Working in partnership with the local community, United Way is funding the construction of a **Center** in Castroville to give families a **place to shower and do laundry** as well as pick up food, clothing and other needed resources. Not only will the Center ease financial burdens, it restores some dignity to families.



ASSET BUILDING

As part of United Way's "**EarnIt!KeepIt\$aveIt!**" strategy, we provide **financial coaching** so people learn to budget and save. We match unemployed workers to volunteer

positions where they can **learn new job skills** and improve their earning potential. We help workers file for **unemployment insurance**. We're doing all we can to give those hardworking people caught in the prosperity gap a **hand up** so they can achieve self-sufficiency.

Help Spread the Word.



BECAUSE OF YOUR SUPPORT...

United Way connects people to services that help stretch their paychecks and access income supports.

Thanks to your generosity, United Way delivers:



2-1-1 Monterey County

2-1-1 connects people to needed services 24/7. To get information and referrals to available resources:

- Dial 2-1-1
- Search online at (211mc.org)
- Text your zip code to 898-211

Earn It!
Keep It!
Save It!

Volunteer Income Tax Assistance

Free tax prep designed to help workers keep their full refund and claim all eligible credits so they have more money in their pockets.



Stuff the Bus

Children who are homeless get a backpack filled with all the supplies they need to succeed in school and a boost in self-confidence.

**Our vision is bold. But change doesn't happen on its own.
We need YOU to make it happen.**

GIVE

When you give to United Way, your dollars power the fight for financial stability and prosperity. Your investment stays local to help your coworkers and neighbors.

ADVOCATE

Raise your hand to amplify our message. Connect United Way with friends and business that can further our work. Speak up with elected officials for policy changes.

VOLUNTEER

Roll up your sleeves and contribute your time and talent. Join with your coworkers or family to make a difference. Find out about upcoming events at UnitedWayMCCA.org/Volunteer



Join the United Way's Emerging Leaders Society, a new generation of leaders, 21-35 years old, committed to BIG and LASTING CHANGE in our community.

UNITED WAY FIGHTS FOR THE FINANCIAL STABILITY OF FAMILIES IN MONTEREY COUNTY

UNITED WAY LUCHA POR LA ESTABILIDAD FINANCIERA DE LAS FAMILIAS EN EL CONDADO DE MONTEREY

Meet Jaime and his family. Jaime's parents have big dreams for their children and are willing to work hard to help them succeed. All they need is opportunity.

United Way brings our community together to lift up thousands of families like Jaime's. We focus on Child Care and Housing – building blocks for financial stability and a good quality of life.



Jaime's family moves into a nice, affordable home near his dad's job.

La familia de Jaime se muda a una casa agradable y asequible, cerca del trabajo de su papá.



Jaime attends quality child care and gets a head start toward success in school.

Jaime asiste a un cuidado de niños de calidad y obtiene un buen comienzo hacia el éxito en la escuela.



Financial literacy training help Jaime's parents budget better and save for the future.

El entrenamiento de alfabetización financiero ayuda a los padres de Jaime a presupuestar mejor y ahorrar para el futuro.



A backpack and supplies help Jaime keep up in class.

Una mochila y útiles escolares ayudan a Jaime a permanecer en la clase.



Jaime's mom gets help to apply for unemployment insurance and learn new job skills

La madre de Jaime recibe ayuda para solicitar seguro de desempleo y aprender nuevas habilidades laborales.

Conoce a Jaime y su familia. Los padres de Jaime tienen grandes sueños para sus hijos y están dispuestos a trabajar duro para ayudarles a tener éxito. Todo lo que necesitan es oportunidad.

United Way une a nuestra comunidad para levantar a miles de familias como la de Jaime. Nos enfocamos en el cuidado de niños y la vivienda – construyendo bloques para la estabilidad financiera y una buena calidad de vida.



Jaime's parents keep more of their hard earned money using VITA Free Tax Prep.

Los padres de Jaime guardan más de su dinero merecido usando VITA.



Jaime's dad starts a business that qualifies for Earned Income Tax Credit

El padre de Jaime comienza un negocio que califica para un crédito de los impuestos.



Jaime graduates ready for a promising career.

Jaime se gradúa listo para una carrera prometedora.



Jaime advocates for policies that will give everyone in Monterey County the ability to be self-sufficient.

Jaime aboga por las pólizas que le darán a todos en el Condado de Monterey la capacidad de ser autosuficientes.



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We all Win!
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¡Todos Ganamos!