UNITED WAY IS COMMITTED TO STRENGTHENING OUR COMMUNITY BY IMPROVING PEOPLE’S LIVES.

Our mission—to magnify and focus the power of our community’s resources to advance the common good—is carried out when we identify critical issues and then use your gift to fund a combination of programs best positioned to address those issues.

Recently, we turned to the community—people like you—to ask what you feel are our most worrying challenges. We learned that our community agrees on a number of key areas on which to focus our energies: improving graduation rates, reducing violence and abuse, ensuring kids are ready for school, supporting those who care for others and helping aging adults stay in their homes as long as possible. No small tasks.

We set about learning as much as we could about these challenges and we talked to experts and concerned citizens alike to ensure that we had diverse perspectives in each area. What resulted is five focused plans to advance our community as well as funding guidelines for contributions made to United Way’s Community Fund. You’ll see that we have focused on prevention. We also placed a priority on supporting programs that have been proven to work. These plans not only help guide funding decisions, they also include ideas on how we can best use volunteer and advocacy support.

These plans are our Blueprints for building a stronger community together. We’ve created this summary of the five plans—plans that we believe will make an impact by changing lives—so you can see how your donation will be invested. To learn more about any of these areas in more depth, visit www.uvrochester.org/blueprints.

Thank you for your support and for helping us LIVE UNITED.

Tom Rogers
Chair, United Way Community Investment Cabinet
President & CEO, AM&M Financial Services
**EVERY CHILD IN OUR COMMUNITY HAVE THE BEST POSSIBLE START IN LIFE.**

**EARLY CHILDHOOD**

Far too many Rochester children have the odds stacked against them right from the very beginning. The likelihood of their growing up healthy and succeeding is slim. **Help improve the conditions that affect our children in their most critical years—birth to age five.**

**FOR OUR YOUNGEST CHILDREN AND THEIR PARENTS WE’LL FOCUS ON:**
- Parent education programs
- Early Intervention programs that identify and address developmental delays and behavioral issues

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**EVERY YOUNG PERSON IN OUR COMMUNITY BE READY FOR COLLEGE, WORK AND LIFE BY AGE 21.**

**SCHOOL AGE YOUTH**

Academic success, as defined by high school graduation, can be predicted with reasonable accuracy by knowing a child’s reading skill at the end of grade three. Only 44% of Rochester’s third-graders met state standards on the New York State 2007 Grade 3 English Language Arts test. **Help ensure that our students have the tools and support they need to improve their school success.**

**FOR KIDS IN SCHOOL WE’LL FOCUS ON:**
- After-school and summer enrichment programs
- Mentoring programs
- Early Intervention programs for at-risk youth

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**ALL OLDER ADULTS AND THEIR CAREGIVERS REMAIN ACTIVE AND INDEPENDENT AS LONG AS POSSIBLE.**

**AGING**

While early childhood may be the beginning, we know that aging is not the end. Our entire community benefits when older adults maximize their independence and age successfully. **Help make sure that programs are in place both for today’s older adults and for everyone who will become older adults in this community.**

**FOR OLDER ADULTS WE’LL FOCUS ON:**
- Multipurpose aging resource centers that foster wellness
- Case management and support services
- Caregiver support and education

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**ALL INDIVIDUALS AND FAMILIES IN OUR COMMUNITY HAVE THEIR BASIC NEEDS MET.**

**CRISIS SERVICES**

More than ever, growing numbers of families and individuals in our community are seeking the help of emergency service agencies to meet their basic needs of food, clothing and shelter. Likewise, many local emergency service agencies are reporting an unprecedented increase in the number of people coming to them for assistance. **Help address the immediate needs of people right here in our community.**

**FOR PEOPLE IN CRISIS WE’LL FOCUS ON:**
- Providing emergency food, shelter and clothing
- Programs offering legal assistance
- Providing emergency shelters for youth and victims of domestic violence
- Preventing homelessness

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**PEOPLE WITH DISABILITIES MAXIMIZE THEIR INDEPENDENCE AS FULLY ENGAGED MEMBERS OF THE COMMUNITY.**

**DISABILITY SERVICES**

Every member of our community makes Rochester the place we call home. Our neighbors who have disabilities, have unique needs and are unique contributors to our society. **Help ensure that disability services have our support to provide necessary programs in our community.**

**FOR THOSE WITH DISABILITIES WE’LL FOCUS ON:**
- Transition coaching programs that increase or maintain independence
- Improving mobility through driver training, travel training and door-to-door transportation

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Please visit liveunitedrochester.org for all of these Blueprints for Change and more information on how you can help your community.