



## Through Their Eyes

Gabby adjusts her glasses to focus on a challenging puzzle. Josiah's eyes light up as he mixes the final ingredient into his virtual soup on a glowing iPad. Alivia looks around with glee as she bounces on a mini trampoline. We watch with awe as a world of possibilities, opportunities and progress unfolds before our eyes at a United Way Community Fund partner program that serves little ones with special needs.

We sit down with a group of preschoolers as they eat lunch, practicing how to feed themselves with special utensils, plates and modified cups. For some, mastering this skill may mean hitting a milestone that allows them to go on to kindergarten.

Nearby, two students are mastering virtual cooking and driving on an iPad, as they work with the assistive technology and adaptive equipment that United Way's Community Fund provides. In addition to technology and equipment, Community Fund investments also provides support for families trying to navigate the complex system of social supports and helps families access basic needs in time of crisis.

United Way's mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. We address critical challenges, like helping families meet basic needs, by connecting local people in need with evidence-based programs to help solve our community's problems. United Way's Community Fund gives hundreds of families the opportunity to provide their babies with the basis for learning so they can live a healthy, happy, enriched life.

United Way helps our entire community thrive. To help us find solutions to critical challenges and support local people in need, please donate through your workplace campaign or at [uwrochester.org/give](http://uwrochester.org/give).



United Way  
of Greater Rochester

# Why United Way?

## Because we bring thousands of people together to:

### INVEST IN SOLUTIONS.

You donate to United Way's Community Fund. We invest in local programs that use research and prevention to get the best results for babies, kids, families and elders.

### MAKE CONNECTIONS.

You connect with us through campaigns, events, leadership societies and more. We unite the good will and resources of our community so that everyone can thrive.

### SERVE OUR COMMUNITY.

You help our community by donating to the causes you care about and by volunteering during Day of Caring (on Thursday, May 11). We serve our community by using best practices, joining key initiatives like the Rochester-Monroe Anti-Poverty Initiative and partnering with service providers to help people in need.



When you Fuel the Fund you do so much more than give a donation. You ignite a passion for helping others and keep the Community Fund fire burning so together we can:



Provide 800 new moms a flicker of hope for a happy, healthy future for their babies.



Spark curiosity for 4,700 students who fill their out-of-school time with music, science, reading and more.



Give a glow of wellness to 13,000 local elders.



Turn up the heat for 33,000 people who need warm beds, hot meals and a helping hand.