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Help the United Way achieve the community's goals

Peter Carpino and Tom Rogers
Guest essayists

For more than 90 years, Rochesterians have supported United Way as we have worked to meet the needs of our community. Thank you for your steadfast generosity. 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 asked our community members what you feel are our most worrying challenges and where you felt your donations could do the most good. The results were clear: improve graduation rates, reduce violence and abuse, ensure kids are ready for school, support those who care for others and help aging adults stay in their homes as long as possible. Based on your feedback, we developed five focused plans — called Blueprints for Change — to best meet the needs you indicated.

Today, we are working toward our community's goals. We are investing your resources — dollars, time and voices — into preventative community strategies and programs that are proven to work. But we can't do it alone. It takes all of us working together to create the kind of community for which we all hope. Please, join your friends and neighbors across Rochester and "live united" this year.

Carpino is president of United Way of Greater Rochester. Rogers is chairman of the United Way Community Investment Cabinet.