

Provide **[hope]** where
it's needed most.
Give now.



United Way Miami Campaign Ambassador Training Guide

This was created to help teachers speak to their students about United Way.
Use this guide when you are launching your United Way campaign.

Grades K-5

- 1. What is United Way?** It is a big group of people from all over Miami who work together to support children who need a little extra help with homework or with reading. Many of our families and friends need a little help once in a while – don't we all? United Way works with many other groups to make sure everyone gets the help they need.
- 2. What does United Way do?** They help families save money and pay for important things like food, homes and cars. They also work hard to help everyone stay healthy, like some grandparents and many others who can't afford to go to the doctor.
- 3. How can you help?** United Way is asking us to help them. As we do fun activities and donate a few coins or dollars for United Way, let's keep in mind that we are helping our neighbors.

Grades 6-8

- 1. What is United Way?** Since 1924, United Way has been helping families in our community.
- 2. What does United Way do?** United Way works together with nearly 100 other programs and initiatives to help those families who are struggling to pay their rent or buy food, clothes and medications. United Way is building a stronger Miami.
- 3. How can you help?** United Way needs our help. Be a problem-solver for people who are struggling during these hard times. Every time we donate a dollar, we are joining United Way, and we are taking a stand to help families who need it most.

Grades 9-12

- 1. What is United Way?** Since 1924, United Way has been helping families in our community. United Way strengthens the community by improving the access to education, financial stability and health of every person.
- 2. What does United Way do?** United Way researches the needs in our community, then partners with nearly 100 programs and initiatives and invests in programs that help children, families and older adults (grandparents).
- 3. How can you help?** 500,000* households are in poverty or one emergency away from falling into poverty. You can help us make a difference. United Way is asking us to work together to help children, teenagers, veterans, hard-working families, single moms and older adults. Every time we donate a dollar, we are joining United Way, and we are taking a stand to help families who need it most.

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For information and/or assistance with your 2023-24 Campaign, please contact your Campaign Ambassador.

* Source: 2023 ALICE Report (488,180 households are ALICE or below the federal poverty level)