

10 DAYS OF IMPACT

WHAT YOUR SUPPORT MAKES POSSIBLE

DAY 1: YOUR GIFT FUELS LOCAL SOLUTIONS

When you give to United Way's Community Fund, your donation joins thousands of others to fund local nonprofit programs. In 2025, more than **45,000** people were served by United Way-funded programs. [Learn more about Our Impact.](#)

DAY 2: POWERING VOLUNTEER CONNECTIONS

Through United Way's volunteer portal and partners, over **2,500** individuals were connected with volunteer opportunities last year. Your support builds a stronger, more engaged community. [Visit our volunteer portal to learn more.](#)

DAY 3: BACKPACKS FOR KIDS

Every student deserves to start school ready to thrive. In 2025, United Way provided nearly **4,000 backpacks** filled with school supplies to local students. [Learn more about how United Way gives students a running start.](#)

DAY 4: FREE TAX HELP, REAL SAVINGS

United Way partners with VITA to schedule free tax filings for more than **3,000 households** annually – putting refunds and savings back into the hands of families who need it most. [Learn more about how United Way invests in local financial security.](#)

DAY 5: A LIFELINE IN CRISIS

More than **5,000 local families** turn to United Way's 211 service for help finding food, housing, healthcare, and more. It's free, confidential, and available 24/7. [Learn more about how United Way builds community resilience.](#)

DAY 6: 40,000 FREE BOOKS FOR LOCAL KIDS

Through the Imagination Library program, United Way provides over **40,000 free books** to children ages 0-5 every year. Your support improves early literacy and instills a lifelong love of reading. [Learn more about United Way's Imagination Library program.](#)

DAY 7: BUILDING BRIGHT FUTURES

United Way founded Cradle 2 Career to improve educational outcomes for Rochester students. Cradle 2 Career aligns community efforts around student success – from kindergarten readiness to career pathways. Your support gives every child the chance to thrive. [Learn more about Cradle 2 Career.](#)

DAY 8: WRAPAROUND SUPPORT FOR LOCAL STUDENTS

Community Schools, developed in partnership with United Way, bring critical resources directly into schools – like **food pantries, hygiene products, health clinics, and enrichment activities**. This innovative initiative helps students stay focused and ready to learn. [Learn more about how Community Schools have transformed the way we support students.](#)

DAY 9: INVESTING IN WHAT MATTERS MOST

Each year, United Way invests over **\$1 million** into local programs focused on youth opportunity, building healthy communities, and supporting financial security. United Way ensures that Southeast Minnesota has a strong foundation that supports everyone. [Learn more about United Way's local impact.](#)

DAY 10: MEETING BASIC NEEDS FOR A.L.I.C.E.

About 1 in 3 households in Southeast Minnesota are **A.L.I.C.E.–Asset-Limited, Income-Constrained, Employed**. These households earn more than the Federal Poverty Level but still struggle to afford essentials like housing, childcare, food, transportation, and health care. By using A.L.I.C.E. data, United Way identifies where needs are greatest and invests in programs that help families achieve lasting financial stability. [Learn more about United for ALICE in our community.](#)

