



UNITED WAY'S FOCUS ON HEALTH

HELPING THOSE WHO NEED A HELPING HAND In North Central Massachusetts

United Way of North Central Massachusetts is committed to advancing the common good by focusing on EDUCATION, INCOME and HEALTH—the building blocks for a good quality of life. This strategy is helping our entire community by creating opportunities for a better life for all.

In the 22 communities we serve, our experiences tell us the best way to help the most people is to focus on the most serious problems and their underlying causes. Once an issue has been identified and prioritized, we recruit people and organizations, who bring the passion, expertise and resources needed to get things done.

HELPING JOHN

“The outreach worker engaged John (name changed), who was living behind John Fitch Highway in the woods. At first, he was distrusting of the worker and refused any assistance. As the worker continued to visit him for several weeks, bringing him water and snacks, John became a little more accepting. The 55-year-old native fell on hard times—a divorce and alcoholism. He drank for 40 years and lost everything.

After a few months, John made the critical decision to stop drinking and go to detox, which was arranged by The Street Outreach worker. After completing the program, John entered a shelter. He maintained his sobriety while attending daily AA meetings. The case manager helped John get an apartment and qualify for benefits so he can maintain his independence while recovering. Finally, John has reestablished a relationship with his family. All of John’s successes never would have been possible without the support of donors.”

Good health is an essential ingredient for individual success and a thriving community. Healthy kids are more likely to succeed in school. The whole community will flourish when all of our residents have access to public parks, playgrounds, healthy foods and quality healthcare. We are committed to more than short-term charity for a few; we are committed to lasting solutions that build opportunity for all.

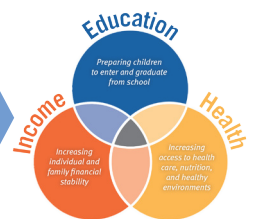
We invite people to give, to advocate and to volunteer—only by working together can we build healthier communities. United Way’s strategies include:

- Expanding access to healthy foods and opportunities for physical activity
- Expanding access to quality health care

Learn more about United Way’s roadmap for improving people’s lives and strengthening communities.

<http://www.uwncm.org>

We invite you to give, to advocate, or to volunteer at www.uwncm.org



GIVE. ADVOCATE. VOLUNTEER.

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