

# United Way's community leadership and response to increased need during tough times



## United Way's 2-1-1 convened countywide emergency service providers to become more efficient and effective

With visibility to the emerging need, United Way's 2-1-1 staff called on other community emergency service providers, both public and private, to convene beginning in October last year. The goal was to find the most efficient way to help the neediest in our community.

- While the collaboration was and still is successful, there was a persistent lack of funds to meet the increased need.
- The United Way Board recognized the responsibility and approved in December 2008 an additional \$127,500 for emergency assistance for the following six months and then again approved additional allocated funds in March 2009—more than \$100,000 countywide—for use in the next six months to help our neighbors with emergency assistance needs.

Public and private agencies are working together, as one service, to save as many families as possible from eviction, foreclosure, utility disconnection and more.



## United Way and the Financial Stability Partnership developed tools and an event to help struggling families

For the first time, many families are asking for help. Our colleagues at Stark County Job and Family Services have reported assistance requests are rising sharply in the past few months.

- A Financial Stability Employer's Toolkit was made available to the community online and was delivered to more than 350 local workplaces to help human resources departments get the word out about:
  - Earned Income Tax Credit (EITC) benefit for eligible taxpaying employees
  - An online listing and access to free tax preparation sites countywide
  - Information about United Way's 2-1-1 services



United Way, The Repository and Charter One Foundation along with the Family Stability Partnership, a collaboration of government, private and nonprofit organizations, hosted a free, one-day Family Financial Fair for county residents in March.

- More than 500 people attended and participated in seminars and discussions with a roomful of professionals ready and willing to talk one-on-one about special needs and family finances. One of the success stories of the day came with a woman on the brink of foreclosure who got help to save her home.
- A 4-month radio campaign, with matching support from radio stations, promoted the Fair, EITC tax benefit filing, free tax preparation sites and Dial 2-1-1 services.

**2009 Family Financial Fair**

**Saturday, March 7**  
10:00 am to 4:00 pm  
Stark State College of Technology  
6200 Frank Avenue NW North Canton, OH 44720

**FREE** special shuttle transportation by SARTA

FREE admission & parking  
FREE expert financial help & tips  
FREE education sessions

BANKING BASICS	IDENTITY THEFT	DEBT REDUCTION
INVESTMENT BASICS	SAVING	BUDGETING
IMPROVING CREDIT & SCORES	RETIREMENT PLANNING	FORECLOSURE HELP
	EITC TAX BENEFIT	LEGAL TIPS

presented by

REPOSITORY Charter One United Way of Greater Stark County United Way 2-1-1 FREE, CONVENTION and Open, Get the Answers.

RICHARD CORDRAY KIM PERE ECESE STARK STATE COLLEGE SARTA

## United Way's 2-1-1 is the first call for foreclosure help

As the first call for foreclosure help for the Stark County Save Our Homes program, families can call any time, day or night, to find out what the next step is to help to save their home.

- Since January this year, 2-1-1 has tracked an increase in foreclosure calls with 239 cases to date. National trends point to a resurgence of foreclosures in the coming months.

## United Way is uniquely flexible, nimble enough to respond to emerging need

In addition to working in critical community building blocks to further Education and Family & Financial Stability, United Way has historically hung its hat on Health & Basic Needs.

- No other organization is this uniquely flexible—having the ability to move forward on community priority care areas, but ALSO being nimble enough to respond to changes in need for emergency services.
- A donation to United Way of Greater Stark County is the best way to help the most people.

EDUCATION	FAMILY & FINANCIAL STABILITY	HEALTH & BASIC NEEDS
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