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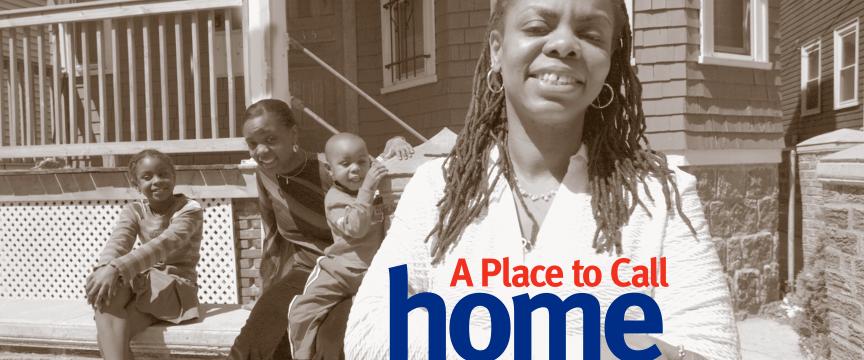


What makes a community *strong*

is the will to care for one another. By harnessing the compassion and resources of businesses, individuals, community agencies, and public and private institutions, together we are building a community rich in hope, promise and opportunity for everyone.

Greater Boston is now at a social and economic crossroads. We face significant challenges, but we all share responsibility for the people and neighborhoods where we live, work and raise our families. And we believe this community will again rise to meet its duty, both as citizens and as fellow human beings.

United Way exists by and for the community as the place where society's most powerful forces join to work for a common goal. Our organization provides a meaningful and convenient way to make a difference in the lives of people and in communities throughout the region.



Mission

To bring the community together to improve lives and strengthen the neighborhoods of Greater Boston.

Vision

The Greater Boston metropolitan area will be the best place for children in the country.



Our brand qualities are what we're known for in the community

Shared energy that brings us together inspiring the will to accomplish great things.

Purpose Resolve to do nothing short of everything possible to improve people's lives.

Vision Ability to see beyond and stay ahead of the inevitability of change.

A promise for all time that our actions will be of consequence.



Our core business is how we improve lives and strengthen communities

Leader

We are the place where community leaders share in a common vision and action plan for the future. We bring together experts in government, education, healthcare, business, and all who are in a position to make a difference and improve lives across our region.

Advocate

We are the place that provides a voice for children and those who would otherwise have no voice. We unite the efforts and resources of the community to identify social trends, raise awareness of critical issues and build effective partnerships between public and private interests.

Social Investor

We are the place where a network of more than 250 community agencies turns for management, expertise and partial funding. We develop resources through individual and corporate contributions, and we invest in research and approaches that drive real progress.



Our organizational attributes are what define our unique character

Resources

We have the reach and recognition to both develop and direct community resources that help the people and neighborhoods of Greater Boston.

Leverage

We are a catalyst for social progress, providing resources and support that strengthen the work of our community partners and extend the investments of our contributors.

Credibility

We have deep roots and strong ties across the region, putting us in a position to unite and focus the community on our most important issues.

Perspective

We have the partnerships and knowledge to understand broad social needs, and the capacity to influence and drive change at the community and individual level.

Power

We have the power to bring people, businesses and institutions together for a common cause, multiplying the effect that any one entity or individual could have on their own.



People, Placesand the Power of Community

United Wav



Who We Are

- Part of the Greater Boston community for more than 70 years
- In business to improve lives and strengthen our neighborhoods
- Driven by a corps of volunteers from all walks of life
- A voice and advocate for those who need our help
- Partnered with experts, community agencies and people concerned about the issues
- Catalyst for change, investing resources and new energy to fuel social progress
- Responsible to our donors and partners, achieving real results in the community

What We Do

- Inspire the community to get involved
- Create social and economic opportunity for everyone
- Invest community resources in research and long-term solutions that improve lives
- Focus on the evolving needs of all our residents, especially children and families
- Work to make Greater Boston the best place in the country for children
- Build the foundation for a strong community and vibrant economy with the promise of a brighter future for everyone