



# United Way of the Battle Creek and Kalamazoo Region

## MEDIA GUIDE

### WHO

United Way of the Battle Creek and Kalamazoo Region (UWBCKR) drives impact by leading shared efforts that engage diverse people, ideas and resources.

### WHY

UWBCKR envisions a vibrant community where all people realize their full potential.

### WHAT

We gather the right partners, resources, ideas and advocates to generate solutions to the region's toughest challenges in Education, Income/Financial Stability, Health, and Basic Needs.

### WHERE

We serve the people of Kalamazoo County and the greater Battle Creek community.

### WHEN

UWBCKR formed in 2012 through the merger of Greater Kalamazoo United Way and the United Way of Greater Battle Creek. Each of those organizations has roots going back to the 1920s. United Way Worldwide, a network of local United Ways including UWBCKR, formed in 1887.

### HOW

United Way fights for the health, education, financial stability and basic needs of every person in our region. We take on the huge, complex issues that no single organization can solve alone. United Way does far more than raise funds; we build partnerships, recruit volunteers, invest in programs and advocate for people in need—all aiming to solve the biggest problems our community faces.

### IMPACT GOALS

**EDUCATION**—*Improve high school graduation rates and reduce racial and economic disparities in graduation rates.*

- focus** • Early childhood success and Kindergarten readiness
- Early grade reading achievement
- Social and emotional wellness

**INCOME**—*Increase the number of economically stable households in our region.*

- focus** • Stable and affordable housing
- Programs that help low-income and working families earn more income

**HEALTH**—*Improve family and infant health and reduce racial and economic disparities in related indicators.*

- focus** • Physical, mental and behavioral health for families and infants
- Awareness, education and engagement

**BASIC NEEDS**—*Ensure a safety net to help individuals and families access basic necessities in times of need.*

- focus** • Food and shelter
- Other basic necessities





## EXAMPLES OF ACTIVITIES

**VOLUNTEERISM**—Day of Caring projects are available for groups large and small. Learn about the organizations working with people in need and make a difference by volunteering.

**IMPACT EVENTS**—Quarterly, region-wide events that engage people in our impact areas of Education, Income, Health, and Basic Needs. Examples: Diaper Drive, United Against Hunger, Career Life Expo.

**POP UP GIVING**—Local agencies pitch their programs to an audience that decides who gets funding from a pot of money donated by attendees and corporate sponsors.

**POP UP VOLUNTEERING**—United Way comes to your location to facilitate small groups doing a volunteer project right in your workplace.

**ASPIRING LEADERS UNITED**—A network of young professionals, who gather to learn about community needs, volunteer their time and discover their unique passion for changing lives.

**IMPACT TOURS**—Free, brief, multi-site visits to United Way partners to learn about our impact work and the progress happening in our region. Private tours are also available.

**GIVING CAMPAIGNS**—Annual workplace campaigns, ongoing giving opportunities, corporate sponsorships and other support fuel our impact partnership, programs and initiatives.



## RESOURCES & CONTACTS

Website: [changethestory.org](http://changethestory.org)

Social media:     @UnitedWayBCKR

Email: [marketing@uwbckr.org](mailto:marketing@uwbckr.org)

Phone: (269) 343-2524 or (269) 962-9538

Locations: **Battle Creek**  
34 W. Jackson St.  
Battle Creek, MI 49017

**Kalamazoo**  
709 S. Westnedge Ave.  
Kalamazoo, MI 49007



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