Key Messages and Talking Points

Who is the United Way of Southeastern Idaho?

The United Way of Southeastern Idaho is privileged to have a number of strong relationships with some of our area's largest employers, as well as other national brands. Their overhead costs are covered through generous corporate contributions, as well as through outside grants. UWSEI doesn't just simply fund programs, they bring people, organizations, and resources together to solve complex community challenges.

Serving as a **convener, collaborator, curator, and catalyst**, helping communities move from identifying problems to implementing lasting solutions. By connecting nonprofits, schools, businesses, government agencies, and residents, UWSEI helps create stronger pathways to opportunity throughout southeastern Idaho.

United Way's role is often behind the scenes, but their impact is visible in the lives of children, families, and individuals who have greater access to education, financial stability, health resources, and support systems because organizations are working together more effectively.

Understanding the Families Who Keep Our Community Running

United Way of Southeastern Idaho recognizes that financial hardship is not always visible. Many of the individuals and families who struggle to make ends meet are working, raising children, and contributing to our communities every day.

That's why **ALICE® (Asset Limited, Income Constrained, Employed)** households are at the center of everything the United Way of Southeastern Idaho does.

ALICE represents **39%** of southeastern Idaho's hardworking individuals and families who earn above the Federal Poverty Level but still cannot afford the basic cost of living in their communities. These are often

the childcare providers, healthcare workers, retail employees, service industry professionals, and others who are essential to our local economy but face difficult financial choices every month.

Many ALICE households are forced to make impossible decisions between housing, childcare, transportation, healthcare, food, and other necessities. A single unexpected expense, such as a vehicle repair, medical bill, or reduction in work hours, can quickly create a financial crisis.

Why It Matters

ALICE is not someone else. It's often our coworkers, neighbors, friends, and family members.

Across Southeastern Idaho, thousands of households are working hard yet still struggle to maintain financial stability. These families often earn too much to qualify for assistance programs but not enough to comfortably cover basic expenses.

United Way helps address the challenges facing ALICE families by investing in programs and partnerships that improve access to:

- Affordable childcare
- Financial stability resources
- Transportation solutions
- Healthcare and wellness services
- Family support programs
- Early childhood development and education
- Workforce development opportunities

Why United Way?

A gift to United Way's Community Fund does more than support a single program–it strengthens an entire network of solutions.

UWSEI, together with trusted community volunteers, carefully vet local programs and invest donor dollars where they can create the greatest impact. Through these partnerships and collaborative approach, contributions help address the interconnected challenges facing ALICE households and vulnerable populations throughout Southeastern Idaho.

As a locally governed nonprofit, every decision is made by local leaders who understand the needs of our communities and are committed to building a stronger region for everyone.

Community fund: Our Community's Superpower

When individuals choose to give through workplace campaigns and personal contributions, those dollars are combined to create a powerful force for change. Together, we work shoulder-to-shoulder with local communities to identify needs, invest in trusted solutions, and strengthen the systems that help families thrive. This collective approach allows every donor to become part of something much bigger than any single contribution.

One of the most unique aspects of the Community Fund is that **100% of employee contributions are invested directly into local programs and initiatives serving Southeastern Idaho.** These dollars support vetted nonprofit partners and community-led solutions that improve education, financial stability, health, and opportunity throughout our seven-county region.

The flexibility of Community Fund dollars is what makes them so valuable. Unlike many restricted funding sources, Community Fund investments can often be used as matching funds for state, federal, and private grants. As a result, donor dollars are frequently leveraged several times over—often multiplying their impact by as much as four times through additional funding opportunities.

Without these local dollars, many partner agencies would struggle to secure larger grants that bring new resources into Southeastern Idaho. Community Fund investments help organizations demonstrate community support, meet grant match requirements, pilot innovative solutions, and respond quickly to emerging needs. In many cases, a local United Way investment becomes the catalyst that unlocks substantially greater resources for the people they serve.

When we combine individual contributions, leverage additional funding, and invest strategically in essential community resources, we create the kind of impact that no single organization can achieve alone. That's the power of the Community Fund!

Examples of United Way's Community-Led Solutions:

- **FindHelpIdaho.org**

Finding help shouldn't be complicated.

United Way helped launch and support FindHelpIdaho.org, a free online resource that connects Idahoans with local services and support programs.

Whether someone is looking for food assistance, housing resources, healthcare services, transportation, childcare, or financial support, Find Help Idaho makes it easier to find the help they need when they need it most.

- **Ride United**

Transportation barriers can prevent people from accessing healthcare and other critical services.

Through Ride United, United Way of Southeastern Idaho teams up with community partnership to help provide transportation solutions that connect individuals with essential appointments and services, improving access to care and resources throughout our region.

- **Bannock County Early Learning Collaborative**

Cradle to career is the span of work for this collaborative who is a community partnership that brings educators, childcare providers, schools, businesses, families, and community leaders together to improve access to high-quality learning and family engagement opportunities. Through provider collaboration, professional development, family engagement, and kindergarten readiness initiatives to name a few, the collaborative works to ensure every child in Bannock County has the opportunity to enter school ready to learn and thrive.

    - **Read Talk Play Everyday**

    The earliest years of life are critical to a child's development.

    Read Talk Play Everyday encourages parents, caregivers, and community members to engage with children through reading, talking, and play, helping build the language, literacy, and social-emotional skills that support lifelong success.

- **Women United**

Women United brings together passionate members of the community who are committed to making a difference in Southeastern Idaho.

Through collective philanthropy, volunteerism, and leadership, Women United supports initiatives that strengthen families and improve opportunities for women and children throughout our communities.

- **Keeping Idaho's Development Strong (KIDS) First Coalition**

United Way of Southeastern Idaho serves as a convener and backbone organization for the KIDS First Coalition, bringing together partners from education, healthcare, government, business, and the nonprofit sector to improve outcomes for children and families.

By fostering collaboration and aligning resources, the coalition focuses on long-term solutions that help children succeed from birth through adulthood.

Through this work, United Way helps ensure community partners are working together toward shared goals that create better opportunities for local families.

    - **Tri-Share Child Care Program**

    Affordable childcare remains one of the biggest challenges facing working families and employers.

    Together with the KIDS First Coalition, United Way of Southeastern Idaho helped launch the Tri-Share Child Care Program, an innovative, first-of-its-kind model in Idaho that shares child care costs among employers, employees, and public funding partners.

    This collaborative solution helps working families remain in the workforce while reducing one of the largest household expenses many parents face.

    By serving as a connector and community partner, UWSEI helps expand access to affordable childcare while supporting both families and local employers.

- **Southeastern Idaho Nonprofit Collaborative (SEINC)**

Strong nonprofits create strong communities.

Through the Southeastern Idaho Nonprofit Collaborative (SEINC), UWSEI helps bring nonprofit leaders together to share ideas, strengthen organizations, and identify opportunities for collaboration.

SEINC helps organizations build capacity, maximize resources, and respond more effectively to community needs.

By fostering partnerships rather than competition, UWSEI helps create a stronger nonprofit network that benefits the entire region.