

LIVE UNITED™

REACHING POTENTIAL

When United Way asked you – the people in our community - what you felt were some of our most pressing issues, your response was clear. Among other things, you wanted us to help children in our community to succeed. That resounding response lead us to develop a new, focused plan for ensuring that every child in our community gets the best possible start in life.

In our research, we learned that far too many Rochester children have the odds stacked against them right from the very beginning and the likelihood of their growing up healthy and succeeding in school is slim. From lead poisoning risks to exposure to violence in their homes and neighborhoods, far too many negative conditions can dramatically affect the development of our children.

United Way is working to change this; to improve the conditions that affect our children in their most critical years – birth to age five. When babies get the best possible start in life, they are more likely to achieve their fullest potential. As a community of proud, hard-working citizens, we can all understand the importance of reaching that potential.

You can help babies and families in our community when you GIVE to United Way's Community Fund. Every dollar contributed to Community Fund goes to help people right here in Rochester. Thank you for choosing to LIVE UNITED.



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To GIVE today, contact: