UCSB Department Rep Talking Points

Who is United Way?

- United Way of Santa Barbara (UWSBC) is a local nonprofit organization that has provided local children, adults, families, and seniors with community services and resources since 1923.
- UWSBC works year-round, utilizing a network of strategic partnerships with over 200 public and private partner organizations, to provide comprehensive programming for nearly 25,000 Santa Barbara County residents annually.

Key campaign messages

- United Way is local. 100% of your gift to United Way stays in our county.
- United Way leverages volunteers, community organizations, corporate leaders, and more to expand the impact in our community.
- United Way is focused on improving education, health, and financial empowerment.
- United Way also responds during times of disaster and crisis to help our community.
- United Way has partnered with UCSB for over 60 years.
- Like UCSB, United Way is focused on improving education to prepare the next generation of children and students with the skills (such as reading at grade level) they need to succeed in work and in life.
- UCSB partners with United Way in a variety of ways to support our community—income tax preparation assistance (VITA), Day of Caring, Fun in the Sun, etc.

Alarming educational challenges in our community

- 74% of 3rd grade students from low-income families read below grade level.
- 2 out of 3 children entering kindergarten in some local districts are deemed “not ready to succeed” after completing a kindergarten entrance evaluation.
- Approximately 65% of low-income families have no age-appropriate books at home for their children.

Examples of United Way programs that respond to challenges in our community

- Fun in the Sun – 300 youth improve their academic, behavioral, and social skills through this national award-winning summer learning program.
- Dolly Parton Imagination Library – Monthly books foster a love of reading for over 1,200 children up to age 5.
- Kindergarten Success Institutes – 4 weeks of early education help 200+ of our littlest learners master basic academic and social/emotional skills.
- United for Literacy – 10,000 students at 30 schools have access to individualized, online reading enhancement programs that improve literacy skills and encourage the pursuit of higher education.
- United for Financial Empowerment – over 3,100 low/moderate-income families and individuals build long-term financial stability through free tax preparation assistance, financial literacy education, and access to savingsRETirement accounts and college savings plans.

Questions? Contact Seth Vaughan at United Way (svaughan@unitedwaysb.org) or Carmela Arstill (carmela.arstill@ucsb.edu) or visit www.ia.ucsb.edu/uw