It's 9:45 p.m.
It’s 9:45 p.m.

...and a 69 year old Vietnam War veteran is sleeping soundly in his bedroom, his golden retriever curled up at his feet. He doesn’t have to worry about the freezing temperatures outside because he was able to get fuel assistance help through **Warming Hearts**, a United Way initiative that assists veterans, seniors, and families with young children to meet basic needs.

Your support matters.
It’s 7:30 a.m.
It’s 7:30 a.m.

…and a grin spreads across the face of a soon-to-be first grade boy as he eyes the brand new backpack full of school supplies on the table in his family’s motel room. Thanks to the United Way Stuff the Bus campaign, his donated backpack - along with 2,000 other children who are homeless - will be filled with school supplies so he can start the school year ready to learn.

Your support matters.
It’s 1:30 p.m.
It’s 1:30 p.m.

…and a young couple has triumphantly signed all of their mortgage documents. It has been a long, challenging road. Two years ago, they had poor credit scores, no savings plan, and were living paycheck to paycheck. But when someone told them about financial literacy classes and financial coaching sponsored by the United Way, they committed to getting their finances in order. With the proper guidance, they learned to make the best use of their own resources, and just became first time homeowners.

Your support matters.
It's 11:00 a.m.
...and a young boy who completed all of his schoolwork for the week, claims his reward of half an hour of quiet time in the coveted, special reading loft in his 3rd grade classroom. Thanks to United Way Day of Caring volunteers, each classroom in his school has a reading loft.

Your support matters.
It’s 3:25 p.m.

…and a little girl is skipping along the sidewalk with her friends, headed to an after school program funded by United Way. Here, she will work with a literacy specialist to improve her reading skills, consistently complete her homework, enjoy a healthy snack, and read books with her friends. Her hard work leads to an excellent report card at the end of the school year.

Your support matters.
It’s 2:15 a.m.
It’s 2:15 a.m.

...and a young mother sings her baby to sleep in a local shelter for survivors of domestic violence. She’s finally safe. Here, she will develop a sound safety plan, receive counseling and financial literacy education, and get relocation assistance. It’s all possible because United Way provides grant assistance to keep the shelter open and accessible to women who are not safe at home.

Your support matters.
It’s 4:25 p.m.
It’s 4:25 p.m.

...and Stella prepares to leave work, wondering what she can possibly serve her children for dinner, with an empty cupboard and two days until payday. Then she remembers the food pantry in her neighborhood that is supported by the United Way, and breathes a sigh of relief! She knows those kind people will help her and her children get through the week with healthy, nutritious food.

Your support matters.

United Way of Pioneer Valley
www.uwpv.org

A DAY IN THE LIFE OF YOUR DONATION
It’s 3:05 p.m.
It’s 3:05 p.m.

…and Alisha tentatively knocks on the door to United Way’s Mass 2-1-1 Call Center. She wants to personally thank these highly trained operators for all of the resources they shared with her when she was unemployed, depressed, and did not know where to turn. Because she dialed 2-1-1 and asked for help, an operator was able to give her information about local workforce development programs, food pantries, and counseling, and she is now working at a job she loves and exploring volunteer opportunities.

Your support matters.
It’s 8:20 a.m.
It’s 8:20 a.m.

…and Jose grabs his **Thrive** folder filled with this week’s receipts, updated household budget, and a list of questions. He’s off to the library in his small town to meet with his financial coach through **Thrive to Go**, a free service provided by United Way to help people learn how to create budgets, address debt issues, repair credit, and save assets. Because **Thrive to Go** travels to community centers and libraries, it’s accessible to people like Jose in rural areas, and has helped him successfully pay off two credit cards and stick to his budget so he can build his savings account.

**Your support matters.**