

New Directions

United Way of Santa Barbara County (UWSBC) has the unique and positive vision that “in our community, everyone has a hopeful future.” UWSBC has served the local community since its local founding in 1923 and, through our Power of Partnership, we improve the lives of children, families and seniors by connecting and empowering resources. UWSBC is not merely a fundraising agent, but rather acts as a unifying and multiplying force.

Through funding, volunteer development, and leveraging dozens of local non-profit and public sector agencies, and directing our own unique multi-agency initiatives such as Fun in the Sun (a summer academic and behavior enrichment program for poverty-level and homeless children and their families), UWSBC seeks to create lasting, meaningful solutions rather than short-lived approaches to community problems.

We value:

- **Caring** – we are committed to people helping people every day . . . one generation voluntarily and compassionately paving the way for future generations.
- **Innovation** – using the Power of Partnership, we connect strengths, multiply resources, and create the best ways to make measurable improvements in local lives.
- **Trustworthiness** – we are the finest stewards of your donated time, ideas and money.
- **Leadership** – we initiate, influence and support desired positive changes in our neighborhoods and communities.

UWSBC is focused on developing four key areas: successful children and teens, strong families, vital and independent seniors, and a better community. Our message and value is multiplying impact; appreciating and growing the commitment of volunteers, providers, and donors; accomplishing measurable long-term results with three partners. United with community leaders, educators, government, volunteers, non-profits and businesses, we can Live United.