



United Way
of Santa Barbara County
www.unitedwaysb.org

Vision

In our community,
everyone has a hopeful future.

Mission

Right here, right now,
with the Power of Partnership™,
we are improving lives for
children, families, seniors, and you!

Core Values

Caring - We are committed to people helping people every day... one generation voluntarily and compassionately paving the way for future generations.

Innovative - Using the Power of Partnership™, we connect strengths, multiply resources, and create the best ways to make measurable improvements in local lives.

Trustworthy - 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.