



United Way
of Santa Barbara County
www.unitedwaysb.org

UWSBC Brand Value Proposition

INVESTOR NEED

I want to make the greatest difference possible

I want a partner who makes sure my money is used for the most important needs in my community

I want to know how my contribution is improving lives in my community

I want to feel good about what I give

UNITED WAY PROMISE

Multiplies Impact

Focuses on Priorities

Reports Results

Appreciates Commitment

INVESTOR BELIEF

My United Way enables me to make the greatest difference in improving my community

My United Way partners with me on priority issues to create measurable community impact

My United Way is accountable in stewarding my investment and showing me their results

I feel good about investing in my United Way