

BOOK OF HOPE

UNITED WAY WORLDWIDE

VOLUME I | IMPACT IN PHOTOS

Featuring the following United Ways:

Payne County

Greater Chattanooga

Tulsa Area

Colombia

Lee, Hendry, and Glades Counties

St. Johns & Putnam Counties

Central Massachusetts

North Central New Mexico

Baroda

UNITED WAY



The Coates family, where their home used to stand.

A family stands in front of ashes. We know something is wrong. We want answers. And when we hear the words, “This was sort of our dream house... There’s nothing. I can’t even find scraps,” the question that follows is instinctive: How can I help? We are moved to act.

We are living in a moment where the cost of living is outpacing wage growth, food and housing insecurity is increasing, and many support systems are disappearing. The need in our communities is growing. As an organization committed to serving human needs in communities around the U.S. and across the globe, it is essential for United Way to show and tell – through real stories and real people – that giving back still changes lives.

This book is a collection of photographs and stories gathered through shoots with local United Ways across communities around the world. It marks the beginning of a larger effort to support local United Ways with new tools to tell stories that reflect the communities they serve. It is also the first step towards building a shared library of authentic United Way imagery grounded in real life and real impact.

While working with hundreds of local United Ways during the Global Brand Refresh, we listened closely to what was working, what was not, and where there were gaps. One message came through clearly: local United Ways needed stronger storytelling tools, including photography that authentically represented the people and places we serve.

We chose to work with photojournalists because they look for meaning in every frame and aim to capture emotion, context, and truth. Whenever possible, we hired local photographers, people who know their communities and see them with care and understanding. With shoots spanning cities, towns, and regions across three continents, this approach was best way to ensure these communities were seen through an authentic lens.

This project would not exist without the generosity, trust, and hard work of many people. Because of their efforts, we are able to share over one thousand original images with the network. These photos show the people United Way serves and the deep care that staff and volunteers bring to their work. We are struck by the passion and commitment of United Ways everywhere.

Every community is different. Each United Way serves a unique purpose and population. But together, these photos tell a shared story. They help people understand why their support matters, why it is needed, and the powerful impact it makes possible. When people give to United Way, they are supporting people who give everything they have to their communities. They are standing with people who need help and are deeply grateful to receive it.

Every photo in this book is a story. And every story is a reminder that giving does good.

Thank you,

United Way Worldwide

Payne County United Way

Photographer: Mitchell Alcala

United Way of Payne County goes beyond fundraising; we are an organized and trusted resource that mobilizes the entire community to address critical issues happening in the surrounding area.

We recognize the complex, deeply rooted challenges impacting our neighbors, coworkers, and friends. No single organization can solve them alone. That's why we work hard to keep a finger on the pulse of issues and circumstances impacting our community members. The partnerships we share with local nonprofits, community leaders, donors, government officials, businesses, and schools are the keystone to finding solutions and support.

Working in tandem with stakeholders, we help create an invisible safety net, ensuring support for those who need it most and building a community where every individual in Payne County has the opportunity to thrive.



AFTERMATH

Oklahoma

"He said it started raining fire. All the yards were on fire when he left."

That's how Andrea describes the moment her grandfather realized the family home in Stillwater couldn't be saved. On March 14, 2025, wildfires tore through Payne County, destroying more than 100 homes. Nearby grassland fires overtook full neighborhoods by nightfall.

Kimberly was home with her dogs when police arrived and told her to leave. "I tried to find my dad's Bible," she said. Her husband thought they'd be back in a few hours. He was wrong, but leaving saved their lives.

Andrea's grandparents' house had been a neighborhood gathering place. That center of gravity disappeared overnight. Home-cooked meals became grocery runs and takeout from Texas Roadhouse.

The community spirit outlasted the fire. Residents gathered for essentials and hope at the United Way relief center, where they found diapers, bottled water, hygiene items and something else: each other.

"There was lotion," said Stillwater resident Andrine. "I hadn't had lotion in a week."

Andrine and her husband, both Oklahoma State professors, hadn't seen their house when students arrived with pizza and a video. "They said, 'We took a video, do you want to see it?'" she said. The next day, students returned with gloves and masks. "They sifted through ash for hours. They weren't looking for dishes. They were looking for what couldn't be replaced."

At the community center repurposed by United Way, that instinct to help found form. Volunteers arrived without being asked, and local groups knew where to offer support. United Way mobilized support for those affected by the fires and created a way for the community to come together again.



United Way Staff and Volunteers support victims of the Stillwater Wildfires.

> We packed the cat and the dog and our medicine, got in the car and we drove away thinking in a few hours we'd get the call, we'd come back...but it never came.

...WE DIDN'T EVEN HEAR UNTIL THE NEXT DAY ... THAT THERE WAS NOTHING.



Andrine, a local professor who lost her home, receives an outpouring of support from her community.

United Way Greater Chattanooga

Photographer: Laura Thompson

At United Way of Greater Chattanooga, we bring people together to build a stronger, healthier community where everyone has a real chance to thrive. For more than 100 years, we've worked alongside local nonprofits, businesses, volunteers, and donors to tackle the challenges that impact children, families, and working adults across our region.

We focus on what matters most–meeting basic needs, supporting education and workforce success, and strengthening nonprofits so help is there when it's needed. Through programs like the 211 Helpline, community investments, volunteerism, and advocacy, we connect neighbors to resources and invest in long-term solutions.

We do this work because no single organization can fix complex issues alone. When our community is connected, informed, and united, real change happens–and everyone benefits.

watch the video

See how we're making an impact in our community.



NEW GROWTH

Tennessee

At Crabtree Farms, students from Brainerd High joined United Way of Greater Chattanooga's Youth United program for a day of volunteering. For many, it was their first time on a farm. They moved compost and sorted produce. It rained that day, but to teacher Bria's amazement, they stayed.

"The value in this is that we can give them opportunities that they would not normally have," Bria says. "These kids are standing in the rain because they want to be here."

"We are really getting to see the fact that we can have impact," Jamichael said. His friend Hanna added, "We feel so insignificant sometimes, and today we know we're not."

The group brought together students from different schools. Most had never met before. By the end of the day, they were encouraging one another and working side by side. "They're establishing genuine friendships," Bria said. "They're elevating their confidence and stepping outside their comfort zone."

Crabtree Farms connects people in Chattanooga to locally grown food and environmental education. The Youth United visit made that work visible. Students saw how their labor could support local food access and sustainability.

At one point, a teacher stopped by and mentioned that students in her classroom had received art kits from a previous Youth United event. For those listening, it shifted the meaning of what they were doing. Students formed new relationships and did real work. One rainy day at Crabtree Farms gave them a glimpse of how they could shape the world around them.



Student volunteer plants seeds at Crabtree Farms.



“

YOUNG PEOPLE FEEL LIKE ‘OH WHAT CAN WE DO?’

...Sometimes we feel so insignificant. But we’re really getting to see, like, the affect we can have. I get to learn more about the different opportunities we have as young people.

Tulsa Area United Way

Photographer: Nick Oxford

Tulsa Area United Way unites people and resources across eight counties to solve problems no single organization can take on alone. We mobilize nearly 9,000 volunteers, partner with more than 800 companies, and invest more than 27 million dollars each year to strengthen essential services that reach over 656,000 people. This work reflects what Oklahomans call the Oklahoma Standard, the instinct to show up for neighbors during hard moments and rally as one community.

Our role as a neutral convener brings nonprofits, business leaders, tribal nations, philanthropists, and public agencies to one table, where collaboration turns into measurable outcomes. From stabilizing families through funded programs to supporting partners who improve housing, health, and opportunity, we help northeastern Oklahoma rise after crises and build long-term strength.

watch the video

See how we're making an impact in our community.



FEEDING HOPE

Oklahoma

"Every volunteer was once a recipient."

To Rita Gallardo, founder of La Cosecha, it's simply the way things are.

There are lines at La Cosecha: lines of cars arriving for food, lines of people who return not for what they need but for what they can give. Keeping those lines moving in an unbroken circle is at the core of the work.

Tulsa Area United Way provides funding and coordination, the scaffolding that holds the structure upright. But the architecture of the hope that people like Elida provide is entirely human.

She came first with empty hands. "They gave me food, and I liked that," she remembers. The help she received inspired her to become a volunteer. Now she's here every week. Sorting cans and greeting neighbors. By offering the help she once received, Elida is nourished in a different way. "I used to be a very lonely person," she says. "But now I've started to connect with many people, and I don't plan to stop serving."

As a rule, La Cosecha doesn't require intake forms or referrals. "You can walk up, and we supply the need," Joel, a La Cosecha staff member, explains. "The need is there, and we just meet it."

Rita built La Cosecha on the understanding that dignity doesn't require documentation, that anyone can face hunger, and that respect costs nothing.

Lorena arrived during the pandemic, when the world felt like it was ending. Now she works alongside her brother. "Every day I see the need," she says, "and now I'm part of the solution."

What La Cosecha offers goes deeper than groceries. It is a place to return to for support and purpose.

At La Cosecha, they still are, just giving back what they were given.





“

When you can look at a person you’ve never seen before and watch them go from worry to a smile...

THAT’S A LOT. THAT’S HOPE.

Top: Joel saw a need in his community and decided to help. “Just showing love is what I’m all about.”
Bottom: Cars of people line up early in the morning to receive goods like eggs and fresh vegetables.







At La Cosecha, staff and volunteers work together to distribute food to the community.



OKLAHOMA

Tulsa Area
United Way

CONSTANT CARE

Oklahoma

At Crosstown Learning Center, Sarai gets to be a princess and Jackson is the Hulk. “They love each other,” said their grandmother, Cassandra, laughing. “But he will tear her stuff up and she’ll cry. Then I’ll go, ‘What happened?’ and he’ll say, ‘But I’m the Hulk.’”

When they arrive at the center, they race into the building. “They love it here,” Cassandra said. “They’re excited to come.” Sarai and Jackson are part of a daily rhythm of play, meals, lessons, and quiet rest that wrap children in consistency and care.

Tommy, Eleni’s little brother, couldn’t wait to be part of it. “He would always be in her classroom, trying to hang out with the big kids,” said his father, Paul. Eleni started at Crosstown when she was just eight months old. Her mother, Allison, still remembers the lesson plans. “It was about tummy time, holding a spoon, and all that stuff,” she said. “There were three babies and one teacher, and I was just like, wow, that is incredible.”

For many families, a three-to-one ratio feels out of reach, but Crosstown made it possible.

For some students, comfort and trust are harder to come by, but the staff doesn’t give up. Staff member Tameca recalled one boy who arrived wary and withdrawn. “He didn’t talk, didn’t want to sit, didn’t trust anybody. But by the end of the year, he would help clean up. He would smile. I think he felt safe.”

The environment Crosstown has created is no accident. It’s how they help build community in the Kendall Whittier North neighborhood. “This is their whole world,” said Executive Director Kristina Ellis. “It’s not just daycare or preschool. Their lives are happening here.”

With Tulsa Area United Way’s help, Crosstown can offer what children need: safety, attention and room to grow. Together, they ensure that kids like Sarai and Jackson’s classroom continue to thrive.







Local children learn and play at Crosstown Learning Center.





Left: Tameca has worked at Crosstown for nearly a decade.

Right: Crosstown student enjoys outdoor playtime.

United Way Colombia fosters inclusion, innovation, and resilience, ensuring every child has access to quality education and every youth remains engaged in school, equipped for the 21st-century world. By creating opportunities that strengthen learning environments, educators' capabilities, enable access to job opportunities and enhancing educational landscape across the country. With the support of more than 3,600 volunteers and 259 corporate partners, United Way Colombia impacts more than 365,000 students through strategic partnerships and culturally relevant programs that empower educators, strengthen learning environments, and create access to job opportunities.

Photographer: Camila Acosta Alzate

COLOMBIA

United Way Colombia

LOVE IN LEARNING

Colombia

Five-year-old Emily is learning her colors.
"In my house, we have two pets that I really love," she says.
"My favorite color is orange... and yellow... and pink too!"

In Bogotá's Bosa neighborhood, nearly 700 preschoolers attend Ojo de Perdiz, a learning center supported by United Way Colombia. It's a place where young children learn through play and movement. In 2025, an experiential and emotional learning classroom was inaugurated on the second floor, expanding how toddlers engage their bodies and activate multiple forms of intelligence as part of school readiness.

Around the corner, their mothers are learning, too. On the first floor, P&G University offers practical training for parents of Ojo de Perdiz students, designed to strengthen job prospects and confidence. Here, United Way's goal is to build stronger futures for entire families.

For Karen, a 27-year-old mother of three, the program has opened new possibilities. "These workshops have taught me how to recognize my skills, understand how I communicate, and express who I am," she said.

Not far from P&G University, in Soacha, a metropolitan area on Bogotá's southern border, high school students gather for EduLabs sessions led by United Way Colombia's educational experience designers. Held weekly with students from the public school Soacha Para Vivir Mejor, these sessions provide a hands-on space for technical and creative learning and help students expand their STEAM skills.

For Anarleys, 15, the session became a way to speak up.
"I'm sharing this story because this is how we feel love. For us, love is love, but sometimes adults see it differently," she said.
"It's about raising my voice and creating a voice of hope together with my friends."

Whether by building confidence or connection, United Way Colombia is meeting people where they are and helping them get where they want to go.




Columbia







COLOMBIA

United Way Colombia

Photographer: Camila Acosta Alzate



NEW PATHWAYS

Colombia

Carlos has always loved soccer and math. But it wasn't until he spent the day inside a global tech company that he began to see where those interests could take him.

Through United Way Colombia's A Day in the Life program, part of its Edu Labs initiative, Carlos and his classmates shadowed professionals at Amadeus, a company that powers global travel systems. During the visit, students explored coding, learned about working abroad and travel requirements, and asked questions about careers far beyond their neighborhoods.

The experience left Carlos energized about his studies and more focused on his future. "Now I want to continue deepening my knowledge in computer science and engineering," Carlos said. "I've always loved math, but today I was able to see how it comes to life in the real world."

The impact of A Day in the Life extends beyond students. For professionals, it is also an opportunity to develop teaching skills and engage more deeply with their community.

Laura, a Treasury Analyst at Amadeus, shared, "These spaces connect young people early in life to the professional market, which is a huge advantage. For us, the challenge is finding ways to make our work accessible and fun so we can share it with the community in our city."

Educators see the shift as well. Amali Ibargüen, a group teacher who has accompanied students over the past two years, reflected, "These students are truly resilient. I can see their mindset shifting toward hope and confidence, realizing that the dreams they once imagined are absolutely within their reach."

For many students in Colombia, exposure to professional career paths like these is rare. A Day in the Life brings companies and classrooms together, helping young people imagine their futures with greater confidence and clarity. With every conversation and experience, the program opens the door to possibility, one student at a time.






PASAPORTE
PASSPORT
Tipo/Type
P
REPÚBLICA DE COLOMBIA
Cód. país/Country Code
COL
Apellidos/Surname
GUEVARA
Nombres/Given Names
JOSE
Nacionalidad/Nationality
COLOMBIANO
Fecha de Nacimiento/Date Of Birth
15 SEP/SEP 2011
Sexo/Sex
M
Lugar de Nacimiento/Place Of Birth
BOGOTA COL
Fecha de Expedición/Date Of Issue
15 JUN/JUN 2020
Fecha de Vencimiento/Date of Expiry
14 JUN/JUN 2030
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United Way
Lee, Hendry, and Glades

Photographer: Brian Tietz

United Way of Lee, Hendry, and Glades connects people and resources to address the most urgent needs in our community. We invest in programs that nurture children and youth, support veterans, strengthen families, and meet the critical needs of our communities. By partnering with local nonprofits, businesses, and volunteers, we ensure that help reaches those who need it most–right here at home. Every contribution creates measurable impact, giving individuals and families the tools and opportunities to thrive. Together, we build stronger, more resilient communities for everyone.



Artayna, a volunteer, paints a wall at the Oasis Youth Center.

HOUSE TO HOME

Florida

Janviente (featured on the cover photo) knows what it means to need support.

She entered the foster care system at 14, after being left at a mental hospital by her grandfather. In the years that followed, she moved through placements, struggled in school, and did not believe she would graduate high school.

Over time, things began to shift. As she describes it, she started "looking at things from another perspective," listening more to adults, and working toward stability. She eventually graduated, something she credits to God and to the support she received along the way.

Today, Janviente volunteers because she wants to give back. As she says, she volunteers "to give back the help I was able to receive." Through United Way of Lee, Hendry, and Glades, she continues to stay connected through service.

During the Day of Caring, volunteers at the Oasis Youth Center painted a large common area. The project was part of a broader effort coordinated by United Way, working through partner agencies and organizations that serve young people and families facing complex challenges.

For Janviente, volunteering is a way to stand on the other side of support. It is an opportunity to contribute to spaces that serve young people who, like her, are navigating difficult circumstances and working toward a different future.










GO & GO
OUT M.A.D
(MAKE A DIFFERENCE)


UNITED
WAY




UNITED
WAY

United Way
St. Johns & Putnam Counties

Photographer: Debra Heuskin

Since 1957, United Way of St. Johns & Putnam Counties has focused on creating real, direct impact for families across our community. We focus on partnering with our 30 partner agencies to drive change and ensure essential services reach the neighbors who need them most.

Our VITA program provides free tax preparation that puts critical refunds back into the pockets of hardworking households, helping them pay bills, build savings, and move toward long-term stability.

Our Emergency Assistance efforts support families facing crisis by helping with housing, utilities, food, and other essential needs.

Together with trusted community partners, we meet immediate needs while opening doors to long-term opportunity–building a stronger future for everyone in St. Johns and Putnam Counties.



IN A TIME OF NEED

Florida

At the SEA Community Back-to-School Drive, volunteers lined up early, ready to serve families preparing for the school year. For many who arrived that day, the event offered relief at a moment when life had become unsteady.

Breanna stood quietly in line with her children, each holding a new backpack. Only weeks earlier, she had lost her father. Along with the grief came unexpected funeral expenses and the pressure of supporting a household where every dollar mattered. With five children to care for, the back-to-school season felt overwhelming.

That day, her family received fresh produce, a hot meal, and school supplies. Just as important, her children experienced excitement and normalcy during a time shaped by loss. For Breanna, the event was a reminder that she did not have to carry everything alone.

Nearby, Amanda arrived with her four children, still adjusting to her husband's sudden layoff after work contracts fell through. Within days, bills began to stack up, and the start of the school year brought new, unexpected expenses. At the drive, her family received backpacks, food, and a shared meal. It gave them solid ground when everything else felt uncertain.

As the day unfolded, Amanda worked up the courage to share another concern. Their electric bill was overdue, and they risked losing power. Because of community support, Amanda was provided the assistance she needed to keep the lights on and had some time to adjust to her new circumstances.

Giving back is often described in terms of volunteer hours and projects completed. But for families like Breanna's and Amanda's, its impact is measured in smaller, human ways: a meal on the table, kids ready for school, or a bill paid just in time.





Volunteers and United Way staff work together to meet community needs.



Brenna, a mother of five, received support at a community Back-to-School event..

United Way Central Massachusetts

Photographer: Jodi Hilton

United Way of Central Massachusetts strengthens the region by connecting people, resources, and organizations to address the most pressing needs of local families. Through the Massachusetts Farm Resiliency Fund, we support local farmers in recovering from climate-driven losses, sustaining their operations, and contributing to the regional economy. Their determination mirrors our work, responding to urgent challenges while fostering long-term stability.

We also amplify volunteerism, uniting people across backgrounds to support programs, respond during crises, and create meaningful impact. Whether standing alongside farmers rebuilding after disaster or volunteers lending time and skills, UWCM ensures our community remains resilient, connected, and supported, turning compassion and action into lasting results.



CONNECTED ROOTS

Massachusetts

Across Massachusetts, small farms grow more than food. They support health, fuel local economies, and keep communities connected to the land. During times of crisis, their role becomes even clearer.

United Way of Central Massachusetts strengthens the systems that sustain this work. Through partnerships and targeted funding, they support the farms and food businesses that form the backbone of local food access. These investments help ensure fresh produce reaches schools, families, food banks, and neighborhoods across the region.

Lynn Cheney, now Vice President of Communications at United Way, has spent years in this space as a food hub operator and market owner. After more than 15 years of working alongside farmers and small food businesses, she's seen how fragile and how essential our local food system really is. "It starts with the people growing it," she said.

The data tells a compelling story. Massachusetts schools have invested more than $10 million into local food purchases, connecting students with fresh ingredients while keeping food dollars circulating in-state. Local food purchase programs have brought produce, dairy, and prepared items from nearly 500 farms to pantries and feeding sites across the Commonwealth. This model reduces food insecurity and strengthens local business.

Cheney believes you don't need a farming background to understand how important local farms are. "You just need to listen," she said. By supporting growers directly, United Way of Central Massachusetts reinforces food security, improves public health, and keeps farms rooted in the communities they serve.


GIVE
BACK


GIVE
BACK
GIVE
BACK


GIVE
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GIVE
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GIVE
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GIVE
GIVE BACK
STOP


Dole
PREMIUM BANANAS
PREMIUM BANANAS • PREMIUM BANANAS • PREMIUM BANANAS

MASSACHUSETTS

United Way Central Mass.

> We lost thousands of seedlings that just drowned... We just fought... it felt like

CHALLENGE AFTER CHALLENGE



Photographer: Jodi Hilton

Farmer Jim holds up a photo of flooded fields.

RAINED OUT

Massachusetts

In 2023, the environment Massachusetts farmers relied on for their livelihoods turned against them. Week after week of rain flooded fields, washed out nutrients, and destroyed crops. As one farmer put it, “A dry year will hurt a farmer and a wet year will kill them.”

At Hollis Hills Farm in Fitchburg, Jim described the season as “challenge after challenge.” Fields stayed saturated and nutrients flushed from the soil. Fungus spread through apple orchards, and thousands of Christmas tree seedlings drowned.

In New Braintree, Farmer Matt walked his land explaining how he measures rainfall and what the readings mean. Resilience, he said, comes from experience. “Once you’ve had the worst,” you learn to prepare by moving animals ahead of floods, keeping extra hay set aside, and adapting to what Mother Nature teaches.

For farmers, learning from loss is essential, but in 2023, it was not enough on its own.

At Whittier Farms in Sutton, fifth-generation farmer Sam recalled the moment help arrived. “All of a sudden, there was this talk of United Way leading the charge on the resiliency fund,” she said. “It was a saving grace. We used every dime from United Way to get through to the next year.” Sam’s family used funds to buy feed, not to expand or invest, but “to cover the loss.”

After the floods, Matt also received support through the Massachusetts Farm Resiliency Fund, administered by United Way of Central Massachusetts, which provided funding to hundreds of farms across Massachusetts to help them survive the immediate aftermath of the storms.

For farmers who depend on increasingly unpredictable weather, resilience means learning, adapting, and enduring. With timely support, it also means being able to keep feeding their communities and moving forward.



Farmer Matt moves hay.



Farmer Sam displays her harvest.





United Way
North Central New Mexico

Photographer: Adolphe Pierre-Luis

UWNCNM advances community well-being by uniting people, partners, and resources to address both urgent and long-term needs. In 2025, Day of Caring emerged as a vital community-driven effort during the federal government shutdown, mobilizing volunteers, workplaces, and local nonprofits to safeguard families' access to essential food support when safety-net programs were strained–demonstrating our commitment to act swiftly in times of crisis. Several of our community partners address food insecurity with UWNCNM grant funding, such as the House of Bread program at Vineyard Santa Fe. They maintain neighborhood-based nonperishable food stations–"give-what-you-can, take-what-you-need" hubs that uphold dignity while expanding access to essential goods. This grassroots approach reflects our efforts to meeting immediate needs while building lasting stability. By amplifying volunteerism and championing community-powered solutions, we transform compassion into impact, strengthening the five-county region we proudly serve.



Local resident ads food to a "Food Library" made possible by United Way of North Central New Mexico.

SHOWING UP

New Mexico

"Sometimes I give. Sometimes I take," one resident said. "But mostly, I just make sure no one feels alone."

In North Central New Mexico, where many households live paycheck to paycheck, circumstances can shift quickly. A neighbor who offers help one month might need it the next. People here understand that, and they show up for each other because of it. United Way of North Central New Mexico helps make that happen, connecting neighbors and organizations in ways that work.

When the security of the social safety net was threatened in late 2025, United Way rallied workplaces to hold food drives. Volunteers collected more than 3,200 pounds of nonperishable goods during an annual Day of Caring that was tailored to meet the need.

Some responses happen more quietly. In Santa Fe, a local nonprofit launched 24/7 neighborhood food stations where anyone can take what they need or leave what they can.

The idea caught on, and now small pantries are scattered across the region, stocked and maintained by neighbors.

United Way also helps people see what hardship actually looks like. During a budgeting simulation called Impossible Choices, participants spin a wheel that assigns them the constraints of an ALICE® (Asset Limited, Income Constrained, Employed) household. These are families that earn above the federal poverty level but not enough to afford basics like housing, food, and childcare. Each turn forces a choice between rent, groceries, medicine, or childcare. The exercise shows what too many families face every day and helps neighbors understand the need for support. Through hands-on learning and shared resources, United Way of North Central New Mexico helps families get what they need when they need it.


UNITED IS THE WAY
WE FILL THE PANTRY
BANKERS BOX
QUAKER
FRUIT & CREA
VALUE PACK


BANKERS BOX



As part of a global movement operating in 40+ countries and 1,800 communities, we contribute to transforming over 61 million lives each year. Rooted in the principles of compassion, collaboration, and impact, we work tirelessly to uplift underprivileged communities through our core pillars of growth–Education, Health, Income Stability, Rural Development, Environment, and Social Inclusivity. Legally registered under the Societies Registration Act, 1860 and the Bombay Public Trust Act, 1950, United Way of Baroda is also registered with the Government of India's NITI Aayog and authorized to receive foreign donations under FCRA. Contributions to our cause are eligible for tax exemption under Section 80G of the Income Tax Act.

Through the collective efforts of our volunteers, employees, and supporters, we continue to build stronger, more equitable communities year after year.

INDIA

United Way Baroda

Photographer: Dream Vox Studios

RIPPLE EFFECT

India

In Gujarat, language, belief, custom, and circumstance all work in tandem to shape community. In response, United Way Baroda steadily weaves its network of support in clinics, schools, and kitchens. Their work is grounded in the knowledge that every community needs a little of everything, offered at the right moment.

It starts with the most vulnerable. United Way Baroda helped fund neonatal units, including NICU and PICU facilities, so the smallest patients have a fighting chance. At an NGO serving people affected by leprosy, funding provides daily meals and the opportunity for meaningful work, restoring not just sustenance but dignity.

United Way sustains early childhood centers and funds Asha Special Care, where children with special needs receive education and therapy, along with hands-on learning in a donated sensory room. At Xavier Technical Institute, rural students gain access to vocational training and scholarships, opening doors after graduation.

Safety shapes a family's sense of stability. In schools, girls participate in Atmashakti, a self-defense program led by trained professionals. In an industrial neighborhood where a study found that women avoided walking after dark, United Way responded with new street lighting, providing them with safe passage home.

Water matters too. In areas where clean water costs money, Water ATMs now offer a liter for 1 rupee. That same environmental awareness has led to the planting of over a thousand trees in an urban forest, part of a broader effort to reduce pollution and reconnect people to the land. An eco-park offers space to play, and a green model school with a solar roof and a vegetable garden that teaches students about sustainability.

Each of United Way Baroda's initiatives answers a real need. Together, these efforts are building a community rooted in care and designed to last.





Children from various backgrounds are welcome at
United Way Baroda's childcare and education programs.





Left: Children play on a playground in the middle of a community forest created by United Way Baroda and their NGO partner.

Right: Trees are tagged with scan codes that provide useful information.



A child and his teacher play in a sensory room made possible by United Way Baroda.



United Way and their NGO partner provide clean water at a fraction of the normal cost.



United Way Baroda supports student skill building
at Xavier Technical Institute.

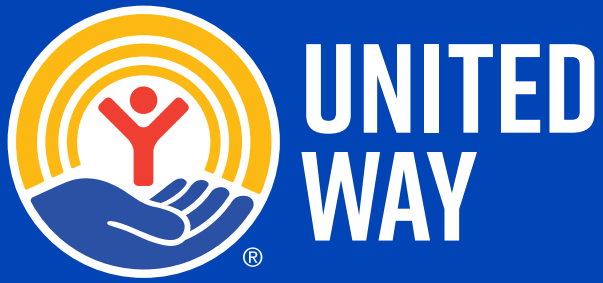


United Way Baroda supports people affected by Leprosy with the tools and materials needed to help earn a living.





Volunteers at Crabtree Farms



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