



Live United: Goals For The Common Good

(NAPSA)—United Way is sharpening its focus on education, income and health as a means to advance the common good. Recently, the organization released “Goals for the Common Good: The United Way Challenge to America.” The report set three bold goals for where the nation should be by 2018:

- Cut by half the number of young people who drop out of high school.

- Cut by half the number of working families that lack financial stability.

- Increase by one-third the percentage of healthy young people and adults.

While corporate, government and nonprofit organizations can play key strategic roles in reshaping our country’s systems and priorities, it is the collective effort of individuals that is crucial for such a plan to be successful.

“We are inviting everyone to join us, engage in your community, and help us improve high school drop-out rates, family financial stability and people’s health,” said Brian A. Gallagher, president and CEO of United Way. “Bold steps are vital to advancing the common good for everyone. When people volunteer, as well as give and advocate, we start to see the change we need. It’s all about connecting your passion to make a difference with effective action.”

The first annual Day of Action—celebrated June 21—was designed to offer opportunities for everyone to get involved, from championing a



The need to act is great. But America’s energy and creativity in finding long-lasting solutions are great as well.

cause to joining a volunteer activity with the whole family. People took action right from their desks, making their voices heard through virtual events like the launching of United Way’s Facebook Challenge and an eDay of Action to sign a cyberpetition in support United Way 2-1-1 (a phone number people can call to give or get help).

Other United Way Day of Action events in the areas of education, income and health included a fitness fair aimed at combating childhood obesity in Washington, D.C., teaching families how to reduce debt and save in East Lansing, Mich., and a community-wide mobilization effort bringing together individuals, organizations and businesses to recruit, screen and train volunteer mentors for schools in northeast Florida.

For more information on United Way’s report, or to find ongoing opportunities to take action through giving, advocating and volunteering, please visit LIVEUNITED.org.