



United Way of Miami-Dade

Stand for a stronger Miami.

JOIN US NOW.

United Way of Miami-Dade Campaign Ambassador Training Guide

This was created to help teachers speak to their students about United Way. Use this guide when you are launching your United Way campaign.

GRADES K-5

- 1. What is United Way?** It is a big group of people from all over Miami who work together to support children who need a little extra help with homework or with reading. Many of our families and friends need a little help once in a while — don't we all? United Way works with many other groups to make sure everyone gets the help they need.
- 2. What does United Way do?** They help families save money and pay for important things like food, homes and cars. They also work hard to help everyone stay healthy, like some grandparents and many others who can't afford to go to the doctor. This is so important since a lot of people are being hurt by the coronavirus.
- 3. How can you help?** United Way is asking us to help them. As we do fun activities and donate a few coins or dollars for United Way, let's keep in mind that we are helping our neighbors.

GRADES 6-8

- 1. What is United Way?** For 96 years, United Way has been helping families in our community.
- 2. What does United Way do?** United Way works together with nearly 100 other programs and initiatives to help those families who are struggling to pay their rent or buy food, clothes and medications. This is especially important as people are affected by COVID-19 and can't go to work or visit loved ones. When COVID-19 hit the hardest, United Way volunteers took action to pack and distribute food packs to over 39,000 families in our community, including those with young children, veterans and others in need. United Way is building a stronger Miami.
- 3. How can you help?** United Way needs our help. Be a problem-solver for people who are struggling during these hard times. Every time we donate a dollar, we are joining United Way, and we are taking a stand to help families who need it most.

GRADES 9-12

- 1. What is United Way?** For 96 years, United Way has been helping families in our community. United Way strengthens the community by improving the education, financial stability and health of every person.
- 2. What does United Way do?** United Way researches the needs in our community, then partners with nearly 100 programs and initiatives and invests in programs that help children, families and older adults (grandparents). As an immediate response to the pandemic, volunteers helped pack and distribute food packs to over 39,000 families in our community, including those with young children, veterans and others in need.
- 3. How can you help?** Even before the COVID-19 crisis, 54% of Miami-Dade households were in poverty or one emergency away from falling into poverty. Our work for the community is more important now than ever, because of this crisis. You can help us make a difference. United Way is asking us to work together to help children, teenagers, veterans, hard-working families, single moms and older adults. Every time we donate a dollar, we are joining United Way, and we are taking a stand to help families who need it most.

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