



75 YEARS of GIVING PEOPLE HOPE



Lubbock Area United Way

75 YEARS OF RELEVANCY

Since 1946, Lubbock Area United Way has been addressing needs in South Plains communities. While community needs have changed and our priorities have shifted to meet those needs, one thing has always remained the same—our commitment to *Giving • People • Hope*.

Following the events of 2020, support for United Way and our Community Partners has never been more critical. Prior to the pandemic, 48% of households in Lubbock County were ALICE (Asset-Limited, Income-Constrained, Employed) or living in poverty. Although we do not yet know the full effects of the pandemic, we expect even more households to have fallen into poverty or ALICE. Your support allows us to keep our ongoing commitment to local needs that existed prior to 2020 and to meet the new needs created by the pandemic. You're extending a hand to your neighbors, coworkers, friends, and family members and inspiring new stories of hope.



[Learn more about ALICE](#)

In honor of our 75th Anniversary, please consider adding an additional \$7.50, \$75, or \$750 to your previous year's gift. Whatever fits your budget. We don't mind saying that 75 years is a big deal that's resulted in hundreds of thousands of people helped in our area. You are an important part of helping us continue to inspire new stories far into the future and ensuring that United Way remains relevant to our South Plains Communities.

WHAT YOUR DOLLARS CAN DO

\$2.50 per week could provide **3 weeks of quality, affordable childcare for one child**. Children are born learning. Quality early childhood education, prepares a child for school and a lifetime of learning.



\$5 per week could provide **3 well-check visits for low-income children**. Well-check visits help prevent illness, assess risk for future medical problems, and keep children healthy and in school.



\$15 per week could provide **support services for 14 victims of sexual assault or sex trafficking**. Hope and healing is possible for victims through support services like accompaniment, advocacy, and counseling.



\$25 per week could provide **6 months of mental health services for someone in need**. Mental health matters at every stage of life and in every relationship. Access to mental health services helps keep us and our relationships healthy.



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