

WHY UNITED WAY

Lubbock Area United Way is unique in the fact that we do not offer direct services like most nonprofits. **Instead, we invest funding into twenty-three agencies that are experts in providing sustainable, quality programs to help our neighbors.**

Doing this not only assists with the financial stability of our Community Partners, but ensures every dollar is invested wisely and there is no duplication of services. **It also allows United Way to focus on system-level changes and to address the root causes of issues—such as poverty, access to healthcare, financial mobility, and more.**

United Way supports the work of meeting immediate needs through our Community Partners, while working with a larger variety of organizations and stakeholders **to truly move the needle on important issues.**



WHAT YOUR DOLLARS CAN DO

In 2021, the average gift to Lubbock Area United Way was \$293.62. That averages to \$5.65 per week—about the cost of a combo meal at Taco Villa or a monthly subscription (plus tax) to AppleTV+.

Why does it matter? **Because just over 10,000 people made a gift of \$293 or less to the annual campaign last year.** Those contributions added up to 20.5% of the total raised, more than \$1.2 million.



Learn more about how your gift is used.

→ We all need a little help sometimes

United Way funded programs impacted more than 137,000 lives in 2021—nearly half the population of Lubbock. These households represent a variety of demographics from across the area.

Whether you realize it or not, you probably know someone using a United Way funded program. Perhaps you do. That makes us excited because these programs exist to support our whole community.

From affordable childcare to job training to protecting us at our most vulnerable moments—our Community Partners are there for us all regardless of our background or circumstances.

→ Where are services provided?

Community Partners provide services all across the South Plains, but you might be surprised by some of our highest served zip codes.

In 2021, the highest served zip codes in the City of Lubbock where 79424, 79423 and 79413. Outside of Lubbock, Wolfforth (79382) and Shallowater (79363) received the most services.



Lubbock Area United Way