



### **Salvation Army Success Story**

#### **Why Income?**

Metro United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

Metro United Way works to ensure families are strong and self-sufficient by:

- Supporting programs that help families meet their basic needs for food, shelter, and other necessities.
- Improving access to quality financial information and services.
- Helping families develop a financial path to a good life by maximizing income, increasing savings and developing assets.

When people have adequate income, savings, and long-term assets, they are financially stable and have more opportunities for a better life.

#### **Measuring results... 2018 Goals and Indicators:**

Increase by 5,000, the number of families who are financially stable.

Financial stability is defined locally as a household income below 200% of the federal poverty level (\$44,000 for a family of four.) *Currently, it is estimated that there are over 30,000 families in Jefferson County with incomes less than this threshold.*

- 63% of lower income working families do not have resources saved to weather an emergency that might require even \$300 in unanticipated expenses.
- In a recent survey, Metro United Way found that nearly 90% of our participating agencies have seen an increase in need from the communities and individuals they serve accompanied by a significant

decrease in funding (donations, government funding etc.). Forty percent of people seeking help are those who need help for the first time ever.

- 14.3% of Metro Louisville residents have incomes below the Federal Poverty level.

George, an elderly man in his 60s, came to the Salvation Army, a Metro United Way funded agency, for assistance with his electric bill. George indicated that he was embarrassed to find himself in this situation, as he had never needed help before. The economy had taken its toll, and as a hardworking man, he was shocked to find that after being married for 40 years with three children and six great grandchildren, he has been left without much of his anticipated retirement. Once a lighthearted man, worry lines have replaced laugh lines on his face, as he explained that he had to choose between filling his wife's prescriptions and paying his bills, and now he is up for disconnect and simply does not know what to do.

Roxanne at the Salvation Army reassured George that the Salvation Army is here to help in his time of crisis, and with the current economy, he is not alone. From the young couple with children who have been laid off, to the elderly who are stretched beyond their limits, the Salvation Army is seeing an increase in need from many people who have never sought assistance before.

George is a proud man, and tears filled his eyes as he described his struggle. He recently applied for food stamps and receives \$10 which barely covers milk and bread. He says that he worked all his life, providing for his family and that this is the first time that he hasn't been able to meet their needs. He lifts his glasses to wipe his tears away and says he feels like a failure.

The Salvation Army contacted Duke Energy and found out the amount to be paid to keep him from being disconnected, and was able to help him with the full amount. George was also given enough food for several days through the Salvation Army food pantry. After he received assistance, George expressed how thankful he was to the Salvation Army for their help. He expressed that he hoped that he could get things worked out and that he would not have to ask for anything in the future.

This is not a unique story-the Salvation Army has seen an increase in basic needs from many people in our community. In a recent survey, Metro United Way found that nearly 90% of our participating agencies have seen an increase in need from the communities and individuals they serve accompanied by a significant decrease in funding (donations, government funding etc.) they receive.

Metro United Way is committed to responding to the immediate needs of our community while ensuring we are prepared for tomorrow. We invite you to be part of the change. Together, united, we can inspire hope and create

opportunities for a better tomorrow, for people like George, and for everyone in our community. For more information please call (502) 583-2821 or visit [metrounitedway.org](http://metrounitedway.org).

### **Here's how you can help:**

- Give. A donation to Metro United Way helps support a strong network of quality agencies to serve people who need help right now and to create long-lasting changes that prevent problems from happening in the first place. For more information please call (502) 583-2821.

### **Suggested Props/Visuals**

- The Campaign Video

**To live united is to understand that we are all interconnected. Metro United Way is working to advance the common good by creating opportunities for a better life for all. For more information, volunteer opportunities or to make a donation, please visit us at [metrounitedway.org](http://metrounitedway.org) or call (502) 583.2821.**