DIGITAL MATERIALS GUIDE
FIGHT POVERTY
ORDINARY PEOPLE. EXTRAORDINARY IMPACT.
2018 United Way Campaign

BE EXTRAORDINARY

FIGHT POVERTY

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.
2018 United Way Campaign
“I don’t want to just be a good mom for my son, I want to be his hero...Our future can be extraordinary.”

BRITTANY
Proud Program Graduate

“You can take an hour and make a difference. Your time can have such an impact on someone.”

CHARMAINE
Volunteer

“I know that I can stand on my own and help my daughter build a bright future.”

LILLIAN
Proud Program Graduate

“It is a rewarding feeling to know that I am productively reaching out to so many parts of the community.”

WARREN
Volunteer

IMPACT STORY

THIS IS ATIF
Committed Impact Partner

IMPACT STORY

THIS IS CHARMAINE
Volunteer

IMPACT STORY

THIS IS JESÚS
Educator

IMPACT STORY

THIS IS LILLIAN
Proud Program Graduate

IMPACT STORY

PHILADELPHIA IS AMERICA’S POOREST BIG CITY, WHERE THE POVERTY RATE IS 26%.

Fight Poverty
1 in 5 children live in poverty in the region.

More than 70,500 individuals—including 222,000 children—live in poverty in our region.

1 in every 2 children born into poverty will remain poor for a lifetime.

Fight Poverty

Ordinary People. Extraordinary Impact.

2018 United Way Campaign

United Way of Greater Philadelphia and Southern New Jersey
FIGHT POVERTY
ORDINARY PEOPLE. EXTRAORDINARY IMPACT.
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Web Banners (200x200)
FIGHT POVERTY

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.

2018 United Way Campaign
Web Banners (300x600)

FIGHT POVERTY
ORDINARY PEOPLE. EXTRAORDINARY IMPACT.
2018 United Way Campaign

Web Banners

Ordinary People. Extraordinary Impact.
2018 United Way Campaign

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.
Web Banners (468x60)

BE EXTRAORDINARY

FIGHT THE CYCLE OF POVERTY.

GIVE TODAY

BE EXTRAORDINARY

GIVE TODAY

FIGHT POVERTY

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.

GIVE TODAY

FIGHT POVERTY

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.

GIVE TODAY

ORDINARY PEOPLE. EXTRAORDINARY IMPACT.

2018 United Way Campaign
FIGHT POVERTY
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Web Banners (728x90)
FIGHT POVERTY
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