

Program Partner Name: United Way of the Greater Winona Area
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Since 1943, our United Way has brought together people and resources to help build a safety net to make sure that the needs of our friends, neighbors, co-workers and families in Winona, Buffalo and Trempealeau counties are met.

Our mission is to unite organizations and individuals to make our community a better place to live by:

- **Identifying** the needs of our families, children and disadvantaged
- **Encouraging** the community's participation in not-for-profit responses
- **Stimulating** the community's financial generosity
- **Acknowledging** the efforts and accomplishments of our community
- **Evaluating** the results of our efforts

It takes the whole community working together to help us fulfill this mission. Over the years, our purpose has not changed – we still are committed to meet the most pressing needs of people right here in the greater Winona area.

So we bring together people from all across the community – people from business, government, faith groups, non-profit organizations and many other groups – to tackle the issues that matter most. Together, we can get results that no one can accomplish alone.

If it requires fundraising, talking to businesses, or simply getting people to work together, that's what we do. United Way truly is a community organization, drawing our strength from local people – donors and volunteers who invest their time, talent and financial support, and agencies that provide the critical services needed to ensure that we continue to have a healthy community. We know that's what matters to you.

Our United Way provides resources to organizations that provide programs in four specific focus areas. In this way, we help build a circle of services, ensuring that a full range of programs are available to those who need them.

United Way's family of agencies works in four focus areas:

- Nurturing children and youth
- Strengthening families
- Meeting basic needs and caring for people in crisis
- Ensuring independence and self-sufficiency

United Way brings people together to make changes that matter. When you invest in United Way, you're joining forces with others to have a real impact in our community. By supporting United Way, you help ensure a stronger, healthier community. That means the greater Winona area will be a better place to live, a better place to work, and a better place to raise children.