By telling our story and speaking out loudly with “one voice,” we can increase awareness of the United Way’s Women United in our communities and nationally.
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ABOUT WOMEN UNITED

At United Way, we recognize and applaud the talents of women. By unleashing their strengths, we can generate a positive force in our community and provide women with some of the most rewarding, challenging, and uplifting experiences of their lifetime. With administrative support from United Way and through a collaboration of community partnerships, this group of women is able to make a measurable impact in the youth of our community. Our participants are women of all ages, backgrounds and career paths who support the organization through their time, talent and treasure in a way that meets their philanthropic needs.

Our Mission Statement

Women United is a network of women who lead using their energy, talent, and passion to build a strong collective voice in our impact areas, especially in the arena of early literacy.

What We Do

The collective impact of United Way Suncoast’s Women United can be reflected in the deepened bonds of its members and the success of its collaborative initiatives.

Or, it can be captured in the singular story of one fourth grade student at Seminole Heights Elementary.

Ja’Naz arrives at school these days full of greater promise since he joined the United Way Suncoast’s Reading All-Star program. Reading with a mentor every Monday afternoon has him brimming with a renewed attitude. “Ja’Naz’s reading score improved 32 points,” his mother recently remarked. “He was amazed. I have not seen this confidence in him in a while. He has become more eager to read and he is taking his time more. I’m speechless and grateful to you all.”

Reading All-Stars represents just one of the uplifting ways Women United members make a difference in the community. In United Way Suncoast’s five-county region (Hillsborough, Pinellas, Manatee, Sarasota and DeSoto), Women United mirrors UWS’ broader focus on financial stability, youth success and early learning. It addresses these challenges by tapping into the time, talent and treasure of members. United Way’s strategic community partnerships provide several platforms for Women United members to channel their energy.

At the same time, the rewards have proven significant for Women United members: greater opportunities to connect with the community, increased chances to network with other women leaders and multiple moments to positively impact the lives of the underserved. Click here to become a member.
OUR LOCAL STORY

Early Learning Helps Kids Leap Into The Future

Eager parents and early learning educators may not realize how many ways they can impact society, but as they nurture their kids, they build a better future for all of us. Children who receive proper support and education from ages 0-5 statistically have a better chance for success in life. If a 5-year-old arrives at Kindergarten with reading skills and a varied vocabulary, they’re on a clearer path to graduate from high school, complete secondary education opportunities and become a high-wage earner. Prepared third graders go from learning to read to reading to learn, increasing their chances for academic success, and decreasing their chances of making ill-fated mistakes that can derail their lives. Women United heightens these outcomes by focusing on early learning through Reading All-Stars and other initiatives. Enlightening young minds gives us the chance to bolster the foundation for the next generation and build a better community for all.
## FACTS AT A GLANCE

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<th>$2 BILLION RAISED GLOBALLY SINCE 2002</th>
<th>POWERFUL NETWORK OF CARING WOMEN</th>
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<td>More women giving more money than any other similar women’s philanthropic group.</td>
<td>More than 70,000 members in more than 165 communities across 6 countries. Created and led by women.</td>
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<td>Significant annual growth.</td>
<td>Shared belief in the importance of United Way.</td>
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<td>Maximizes individual giving for greatest impact.</td>
<td>Members are hands-on in driving change through financial giving, volunteerism, education and networking. They collectively volunteered over 300 hours to support ALICE families in 2020.</td>
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<td>In 2020, our 105 Suncoast Women United members gave over $435,300.</td>
<td>Specific projects include, Week of Caring, Women United Tallahassee Advocacy Conference, No Small Matter, and Community Coffee Chat.</td>
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Why Women United?

Women United is a network of women who lead using their energy, talent, and passion to build a strong collective voice in our impact areas, especially in the area of early learning. Women United members help fund the greatest community needs in our local neighborhoods including access to quality childcare and early learning initiatives, which disproportionately affect women. Through our emphasis on issues impacting children and families, we are able to provide opportunities today that transform lives tomorrow.

Why is Women United part of United Way?

United Way Suncoast’s Women United is an integral part of United Way. United Way is committed to advancing women’s philanthropy, and, locally, we are striving to recruit even more donors, volunteers and advocates so we can really move the needle on early learning, youth success, and financial stability.

Women United is a great vehicle to take basic support to a much higher level because they offer authentic engagement. They educate, empower and equip women to be hands on in creating change in their communities. As part of United Way Suncoast, we have access to expert professionals who work with us to be sure our time and effort are being placed where they have the greatest life-changing impact. Our success comes from joining together the power of women with the power of United Way Suncoast.

What does my gift support?

United Way Suncoast has been serving our community for nearly 100 years by addressing access to quality education, removing barriers to financial stability and providing help in a crisis.

Our work centers around improving the lives of the A.L.I.C.E. (Asset Limited, Income-Constrained, Employed) population. With 43% of the households across our five-county footprint struggling to pay the bills, keep food on the table and cover just the basic needs this is a deeply-rooted issue with no simple answer. Your gift provides the support we need to tackle this issue through:

Early learning and youth success programs like Reading All-Stars, The Big Plan and Operation Graduate, that give students the tools they need to succeed in school and beyond.

Financial stability programs including job training, computer access for job searches, GED classes, food assistance, legal assistance and more, offered through our Neighborhood Resource Centers.

Help in a crisis through the 211 network.

I am already a member of the Tocqueville Society. Do I have to give an additional $1,000 to join Women United?

No, you do not. If you are currently giving $1,000 or more on your own, you automatically qualify and just need to let United Way know you want to be part of Women United.

Can I combine my gift with my spouse/partner to reach the $1,000 minimum gift level?

For couples with a combined contribution, at least $1,000 of the gift needs to be in the member’s name and directed to United Way Suncoast.

Why is the focus on Early Learning?

Successfully preparing children to start Kindergarten can put them on a path to success and curb several societal issues. Multiple studies indicate that
Kindergartners who are reading on grade level are more likely to score well on standardized tests, graduate from high school and earn more once they join the workforce. At the same time, they’re less likely to repeat a grade, commit a crime, experience drug issues, or suffer from obesity. Supporting school readiness also helps break down the structural barriers that disproportionately impact children of color. This is why United Way Suncoast constantly supports initiatives that strengthen early learning centers and family childcare homes. We strive to elevate these young minds and aid their parents so we can all see them grow, thrive, and enjoy success as adults.

What am I expected to do as a Women United member?

You can be involved as much or as little as you’d like. You create your own experience based on what is offered to you as a member. If you’d like to be a part of planning and organizing Women United’s activities, you can serve on the Advisory Council. To learn more about our committees: Mission and Volunteerism, Signature Programs and Membership and Engagement, click here.

What types of activities does Women United have?

Women United is designed to suit a variety of interests and offers a wide range of volunteer projects, professional development, advocacy and more. We also have a Facebook group at https://www.facebook.com/groups/658198657670084 which notifies you of all event updates and sends you invitations and mailings should you choose to enroll.

How can I find out about Women United's volunteer opportunities?

Visit our web page at https://unitedwaysuncoast.org/womenunited.

United Way Suncoast makes it easy to get involved in meaningful volunteer opportunities with nonprofit organizations. By accessing our comprehensive database, volunteers can search for opportunities that meet their skills, interests and availability. Many projects last just two to three hours, occur on evenings and weekends and don’t require a long-term commitment.

How do I join?

Even if you currently meet the membership requirements of Women United by giving a $1,000+ gift each year in your own name, it’s important that you sign up to be a part of this dynamic group of women leaders in philanthropy. If you are interested in participating, there are several ways to join:

- Go online to https://unitedtoact.org/unitedwaysuncoast/donate-to-join-women-united.
- Contact Amanda Jacobson, Senior Manager of Leadership Giving. Email ajacobson@uwsuncoast.org or call 813-274-0929.
- Indicate on your pledge card that your gift of $1,000+ qualifies you for Women United and you would like to join. Already pledged this year? No need to fill out a new pledge card, just select one of the options above to join.
- Connect with us on social media at https://www.facebook.com/groups/658198657670084.
Women United Chair: Sara Nichols

Vice Chair: Kimberly Crum, SHRM-SCP, Pinellas County Government

Membership and Engagement Committee Chair: Kristin Johnson, Atlas Professional Services

Committee Members:
- Crystal Boswell, Publix
- Kimberly Crum, SHRM-SCP, Pinellas County Government
- Felyce Starr, Enterprise

Mission and Volunteerism Committee Chair: Amy Moran-Moberg, Amgen

Committee Members:
- Ocea Wynn, City of Tampa
- Carrie Williams, Running Valley Financial

Signature Programs Committee Chair: Danielle Tarasen, Raymond James

Committee Members:
- Gail Nursey, Mentor
- Thais Rodriguez-Caez, EY

Social Liaison: Lynn Armbrecht, Truist

Regional Liaison: Dr. Sandra Stone, University of South Florida

Campaign Liaison: Sandy Morawski, Publix

Creative Liaison: Nancy Sykes, Mentor

Advocacy Liaison: Kiana Romeo, SHI International

Advisory Council General Members:
- Michelle L. Teeter, Accounting Executive
- Katie Becker, Volunteer
- Valerie Horton Rakes, City of Tampa
- Renee DiPilato, Sarasota County Government

Women United Digital Resources
- Women United Website
- Where to join Women United (if you are not part of a Workplace Campaign)
- Women United Suncoast Facebook Group

QUESTIONS OR IDEAS FOR WOMEN UNITED?
Contact Amanda Jacobson, Senior Manager of Leadership Giving at United Way Suncoast via email at ajacobson@uwsuncoast.org, or by phone at her office: 813-274-0929 or on her cell: 919-903-3635.