

United Way of Kennebec Valley unites people and resources to improve lives in our community.



venmo

uwkv.org  
impact2032.org



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United Way of Kennebec Valley cares about all issues that affect the health and livelihood of our community. Please recycle this brochure.



Imagine Kennebec County by 2032: healthier, more educated, and financially secure for everyone. That's the powerful mission driving Impact2032, a 10-year community movement led by United Way of Kennebec Valley (UWKV).

This isn't just a vision; it's a commitment to action. Thanks to our dedicated community partners and generous business sponsors, Impact2032 focuses on concrete, measurable results. Your donations to UWKV empower our community impact work, including the support of 62 vital nonprofit and school-based programs, directly transforming the lives of Kennebec County residents.

Learn more and get involved at:  
Impact2032.org

## HEALTHY COMMUNITIES

Health impacts individual lives and has a ripple effect on families, communities and schools. This influence carries economic weight, contributing to personal expenses and affecting overall productivity levels.

### COMMUNITY PRIORITIES



HEALTHY BEHAVIOR CHANGES



PHYSICAL & BEHAVIORAL  
HEALTH ACCESS



REMOVING SOCIAL & ECONOMIC  
BARRIERS

## YOUTH OPPORTUNITY

Supporting children's full academic potential is crucial for overall community well-being. Educational achievement strongly links to positive health, income and long-term success.

### COMMUNITY PRIORITIES



LITERACY & KINDERGARTEN  
READINESS



EARLY SOCIAL &  
EMOTIONAL DEVELOPMENT



BASIC HEALTH & SAFETY  
NEEDS

## FINANCIAL SECURITY

Addressing poverty and boosting financial security are key social investments for Kennebec County, yielding strong community benefits, including lower healthcare costs, reduced crime, and a better quality of life.

### COMMUNITY PRIORITIES



SKILLS FOR EMPLOYMENT



STABLE INCOME



TOOLS FOR INDEPENDENCE

## UNIGNORABLE IMPACT

This year, meet the faces of ALICE – and hear their UNIGNORABLE stories.

For too long, needs like food insecurity, affordable housing, mental health, substance use disorder, and education inequality they have felt distant. But this year, we bring these challenges into sharp focus by introducing you to six individuals from our community whose lives are directly supported by United Way-funded services.

These are our ALICE neighbors – Asset Limited, Income Constrained, Employed – working harder than many realize, yet still facing impossible choices between essentials like child care and rent. These aren't abstract problems; they are the daily realities for ALICE households and those in poverty, with long-term consequences for everyone.

So often, the struggles of ALICE are ignored. At UWKV, ALICE is our "why," and we are committed to lifting their voices and creating change. Help us make ALICE UNIGNORABLE – igniting policy and livelihood shifts so all can thrive.



Your donation to UWKV supports 62 vital programs, directly helping ALICE in our community and advancing our Impact2032 vision for a healthier, more educated, and financially stable Kennebec County.



JOIN THE 70 FOR 70 CHALLENGE

This year, UWKV is celebrating its 70th anniversary, and we’re launching the “70 for 70 Challenge” to raise \$70,000 more for our community. This is your chance to amplify your impact and help us build a stronger, more vibrant Kennebec Valley for everyone. Join us in this special milestone year!

Here’s how you can join:

- Increase your gift by \$0.70 a paycheck
- Invite 7 friends to join the United Way family
- Increase your gift by \$70/year
- Give a one-time gift of \$70
- Get 70% of your co-workers to donate
- Spread UWKV’s message to 70 people



Learn more about ALICE and how you can be part of an UNIGNORABLE impact – scan the QR code!



INVESTMENTS IN HEALTHY COMMUNITIES

- Alfond Youth & Community Center
  - Greenhouse to Your House
- Augusta Food Bank
  - AFB Marketplace
  - Foodshare
  - Free Food Thursday
- Bread of Life
  - Soup Kitchen
- Catholic Charities Maine
  - Seek Elderly Alone, Renew Courage & Hope (SEARCH)
- Faith Food Pantry
  - Feeding the Hungry
- Family Violence Project
  - Advocacy and Outreach Program
- Kennebec Valley YMCA
  - Youth Programming & Membership Scholarships
- MaineGeneral Health
  - Alzheimer’s Care Center
  - Community Health Worker Program
  - Horizon Program
  - Hospice
  - Next Step Harm Reduction
  - Outpatient Counseling
- Motivational Services Inc.
  - LINC Peer Support Center
- Sexual Assault Crisis & Support Center
  - Children’s Advocacy Center
- Spectrum Generations
  - Meals on Wheels
- Spurwink Services
  - Expanding Access to Behavioral Health Care
- State YMCA of Maine
  - Project 218 Camp Scholarships
  - Winthrop Area YMCA Youth & Family Programs
- Waterville Area Soup Kitchen
  - Food, Connection and Support Services
- Waterville Community Dental Center
  - Community Coordinated Care
- Winthrop Food Pantry
  - Food Pantry

\$1.50 per week (\$78)

Provides dental cleaning for one uninsured child

INVESTMENTS IN YOUTH OPPORTUNITY

- Augusta Food Bank
  - KidsPaks
- Big Brothers Big Sisters of Mid-Maine
  - Community-Based Mentoring
  - School-Based Mentoring
- Capital Area New Mainers Project
  - Family Mentor Teams
- Family Violence Project
  - Prevention Education Program
- Hardy Girls
  - Coalition Groups: Intergenerational Mentorship for Middle Grade Girls and Nonbinary Youth
- Kennebec Behavioral Health
  - Youth Peer Support
- Kennebec Valley Community Action Program (KVCAP)
  - Kennebec Family Enrichment Council
  - South End Teen Center
- Literacy Volunteers of Kennebec
  - Kennebec County Dolly Parton Imagination Library
- MaineGeneral Health
  - WIC Supplemental Nutrition Program
- Southern Kennebec Child Development Corp.
  - Early Care & Education
- State YMCA of Maine
  - Winthrop Area YMCA Kids Club
- Winthrop Food Pantry
  - KidsPaks and Classroom Healthy Snacks



\$3 per week (\$156)

Provides 21 KidsPaks to a child who might otherwise not have food over the weekend

INVESTMENTS IN FINANCIAL SECURITY

- 211 Maine
- Alfond Youth & Community Center
  - Supporting Family Futures
- Augusta Teen Center of the Boys & Girls Club
  - Alternatives to Suspension
  - Transportation Costs
- Boys & Girls Clubs of Kennebec Valley
  - Scholarship Programming
- Bread of Life
  - Homeless Shelter
- Capital Area New Mainers Project
  - Better Housing Program
  - Language Program
- Children’s Center
  - Inclusive Program
- First Congregational Church, UCC of Waterville
  - Waterville Area Essentials Closet
- Kennebec Valley Community Action Program (KVCAP)
  - Kennebec Community Investors
  - Mobility Management
  - Volunteer Income Tax Assistance (VITA)
  - Whole Families
- Kennebec Valley YMCA
  - Learning Center
- Legal Services for Maine Elders
  - Legal Assistance for Older Tenants
- Literacy Volunteers of Kennebec
  - Digital and Community Literacy
- Maine Children’s Home
  - Journey Program
- Mid-Maine Homeless Shelter & Services
  - Emergency Shelter
  - Young Adults Empowerment Supports Program
- New England Arab American Organization
  - Bridge to Basics
- Rural Community Action Ministry
  - Homeless/Hunger Prevention Services
- South Parish Congregational Church
  - Augusta Emergency Overnight Warming Center
- United Community Living Center
  - Community Health Worker Program

\$14 per week (\$728)

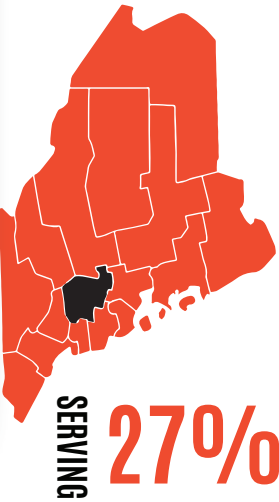
Provides eight nights of shelter for a victim of domestic violence

2025 CAMPAIGN LEADERSHIP



Jared Mills  
Community Volunteer  
Vivian Mills  
MaineGeneral Health

TOGETHER, WE CAN MAKE A BIG IMPACT!



DONATIONS SUPPORT  
62 PROGRAMS  
IN KENNEBEC  
COUNTY

MORE THAN  
34,291  
LIVES CHANGED  
IN 2024

27%  
OF THE POPULATION

