what matters.™: Helping children and youth succeed

United Way is creating results that make a difference in the lives of children and youth, giving them better opportunities for success as they grow to adulthood. Working with local programs and initiatives with a common set of goals, United Way focuses on **what matters:**

What matters: Children age six and younger

United Way is helping more young children see positive development in cognitive, social, language, motor and self-help skills and stressing parental involvement in daycare and early education.

What matters: Teenage youth

United Way is helping teens make wise decisions and decrease involvement in drug, tobacco and alcohol use, early/unprotected sexual activity and delinquent behavior.

What matters: All school-aged youth

United Way is helping youth achieve success in school by focusing on improving grades, increasing school attendance, avoiding school suspensions, decreasing disciplinary problems and achieving higher test scores.

United Way funded programs and initiatives also work to create a successful future for youth and teens by emphasizing:

- Positive role models and mentoring
- Leadership and confidence
- Job readiness for the future
- Experience and comfort with diversity
- Computer and other technology skills

Helping children and youth succeed

Enhancing the lives of adults with disabilities and seniors

Strengthening families and promoting self-sufficiency for individuals

Building vital and safer neighborhoods

Maintaining a community safety net

Your support of United Way of the Mid-South makes a difference in people's lives... and that's what matters.™

United Way of the Mid-South serves Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton and Tunica counties. Visit United Way online at www.uwmidsouth.org