



United Way
of Pickens County

LIVE UNITED[®]

OUR UNITED WAY CAMPAIGN

Meet Charlie.

Charlie is a hardworking, single dad working two jobs and still living paycheck to paycheck. In fact, he's one unexpected expense away from falling off the edge.

Growing up, high interest loans and bank fees were just a part of life. Instead of modeling healthy financial behaviors like saving money, through their actions, Charlie's parents taught him poor money management, such as taking out payday loans to pay for vacations. Charlie didn't know there could be another way. When he was unable to pay a utility bill, the first place he went was to a payday lender that offered him a loan with an 89.7% interest rate to cover the bill. Even working 70 hours a week through multiple jobs, he wasn't making enough to meet his family's basic needs. The hole was so deep, he felt he would never get out. Charlie needs to learn to take control of his finances. He needs the financial coaching that *Pathways* provides.

Pathways is a one-on-one, intensive financial coaching program for hardworking people like Charlie who are not in crisis, but do have the desire and commitment to achieve financial stability. Participants are one paycheck from falling off the edge and may struggle with things like debt, bad credit, low wages, and no idea how to manage their money. *Pathways* is the program they need to go from having their finances control them, to being in control of their finances.

By giving to United Way, you can get someone like Charlie into this program. Without it, Charlie and his family will remain in a vicious cycle of poverty. Will you please consider giving today? You will change a family's life.



Charlie's story does not have to end here. YOU have the power to write a happy ending

By giving through our *United Way Campaign*, you can help him.

Your gift will provide programs like *Pathways* to help the Johnsons gain control over their finances.

Your gift will also fund programs like *Camp iRock* to help Abby catch up to her peers and learn to read at grade level.

You have the power to give a family a happy ending. You have the power to change their lives. Please give today.

To give, complete a paper pledge form or ask our Campaign Coordinator for a link to our giving website.

United Way of Pickens County fights for the education, financial stability, and community basic services for every person in Pickens County.

JOIN THE FIGHT

Your gift to United Way will...



Fight for children and youth to achieve their potential through education.

69%

of Pickens County 3rd graders are not reading at grade level.

You will help children to get back on track and become better readers through programs like **Camp iRock**.

Camp iRock is an innovative, award-winning, and proven program which helps children improve their reading abilities in an enriching summer camp environment.



Fight for individuals & families to become financially stable and independent.

18%

of Pickens County residents are considered low income.

You will help individuals and families become financially stable and independent through programs like **Pathways**.

Pathways is a long-term, intensive, one-on-one coaching program that provides the tools, skills, and resources that are critical for Pickens County residents to break the cycle of poverty and thrive.

Through United Way of Pickens County, you are fighting for **70% of 3rd graders** to read on grade level by 2025, and you are fighting for **3,000 neighbors** to find a pathway out of poverty by 2030.

For more information or to donate, visit www.uwpickens.org, or contact Lyndy Schonhar at LSchonhar@uwpickens.org, 864-850-7094 x 100.