

UNITED WAY OF SANTA CRUZ COUNTY: CREATING THRIVING COMMUNITIES BY EMPOWERING YOUTH

United Way is a global non-profit that mobilizes local communities to action so everyone can thrive. For over 83 years, United Way of Santa Cruz County has partnered with local organizations and community members to co-create solutions to our community's most pressing challenges. By taking a comprehensive approach, we listen and respond to the needs of our community, recognizing that **when our youth thrive, our community thrives.**

- Our programs and initiatives—like 211—expand access to essential resources during times of need and natural disasters, helping individuals and families connect with financial assistance, housing support, and critical services that promote long-term financial security and stability.
- Within our youth programs, we focus on mental health, college and career readiness, and fostering a sense of community belonging. We actively work to close the gap on inequities, uplifting the well-being of youth and families, because we believe empowering the next generation builds the foundation for a stronger, more resilient community.

From strengthening local resilience to advancing health, youth opportunity, and financial security, we are dedicated to building a future where every person in our community can reach their full potential. Together, we create the conditions for success, starting with our youth.

WHEN OUR YOUTH THRIVE, OUR COMMUNITY THRIVES



UNITED WAY OF SANTA CRUZ COUNTY

PROGRAMS & INITIATIVES

2024-2025

OUR MISSION

We ignite our community to give, advocate and volunteer so that our youth succeed in school and life, our residents are healthy, and our families are financially independent.

OUR IMPACT AREAS

From strengthening local resilience to advancing health, youth opportunity, and financial stability, United Way is mobilizing communities to action so all can thrive.

HEALTHY COMMUNITY

Improving health and well-being for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Building financial stability and strength

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow



When our youth thrive,
our community thrives!