

**While we work to address the root causes of poverty,**  
United Way of Greater Cleveland realizes that many of our  
neighbors need our support right now.

## WHY IT MATTERS

COVID-19 has significantly impacted our vulnerable neighbors. Before the pandemic's start, there was a crisis in our community. Out of all large U.S. cities, Cleveland has the **highest childhood poverty rate**, **second highest poverty rate for working-age adults** and the **third highest poverty rate for seniors**. The pandemic has pushed our community to the brink, creating a **crisis upon a crisis**.



**51%**

of children  
in poverty



**30%**

of working age  
adults in poverty



**22%**

of seniors  
in poverty

## UNITED WAY OF GREATER CLEVELAND'S

# COMMUNITY HUB FOR BASIC NEEDS

To solve the complex issues we face in our community, we start with the basics by making sure our neighbors have what they need to survive.

The Community Hub for Basic Needs meets the "here-and-now" needs of Greater Clevelanders through a unique network of health and human services organizations and United Way's 2-1-1 HelpLink:

### FOCUSED ON BASIC NEEDS:

In partnership with the agencies with which we work, we are serving those living in the deepest poverty in our community in the most meaningful ways possible. Together, our focus is to ensure that all Greater Clevelanders have their basic needs met so they are able to strive towards a better life.

### PROVIDING ACCESS TO RESOURCES:

United Way's 2-1-1 HelpLink supports members of our community who find themselves in need of assistance. This free and confidential helpline is available 24/7. Callers are immediately connected to Navigation Specialists who use United Way's extensive database of resources to find critical resources like food, emergency shelter, utility assistance and more.

### WORKING TOGETHER:

We continue to grow our educational programming for all agencies and organizations that serve the community, not just those we fund. These community conversations focus on the most pressing issues in Cleveland. There is no other platform like this and United Way is proud to serve as a convener.



GREATER CLEVELAND