

Good Citizenship

Campaign Seeks Volunteer Readers, Tutors And Mentors

(NAPSA)—Education, income and health are the building blocks of a good life. Now, a new advertising campaign is promoting the idea that through a national volunteer effort, it's possible to help more people attain that “good life.”

Created pro bono by McCann Erickson New York, this new multimedia campaign, available in English and Spanish, includes television, radio and Web PSAs. The campaign is designed to motivate and inspire people from all walks of life to get engaged with United Way in its efforts to advance the common good. The goal is to recruit one million volunteer readers, tutors and mentors to help children succeed in school.

United Way is making this major volunteer pledge as part of its goal to cut by half the number of young people who drop out of high school and in response to the findings from its recent report, *Voices for the Common Good: America Speaks out on Education*. This report is based on United Way's community listening tour, focus groups and a national survey which found that 91 percent of respondents believe that communities must take greater responsibility for what's happening with their children.

The education goal is one of three targets United Way has for



A new campaign is under way to recruit 1 million volunteer readers, tutors and mentors to help more families attain a better life.

2018. The nation's largest privately funded nonprofit also announced goals to increase the number of families that are financially stable and to boost the number of adults and children who are healthy.

To take part in United Way's effort to recruit one million volunteer readers, tutors and mentors, please visit liveunited.org/volunteer. To access the *Voices for the Common Good: America Speaks Out on Education* report, please visit liveunited.org/report. To see educational outcomes and how they affect other conditions in your community, see the *Common Good Forecaster™*, at <http://liveunited.org/forecaster>, a web-based tool created by United Way and the American Human Development Project (AHDP).