



# **UNITED WAY**

**of Amarillo & Canyon**

**Message Wheel**



**In what ways  
does United  
Way of Amarillo  
& Canyon  
support our  
community?**





**We fight for  
the**

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**, and  
in our  
community.**





**We fight for  
the **Health**,**

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**, and  
in our  
community.**







We fight for  
the **Health**,  
**Education**,

,  
, and  
in our  
community.





**We fight for  
the **Health**,  
**Education**,  
**Financial**  
**Stability**,  
, and  
in our  
community.**







**We fight for  
the **Health**,  
**Education**,  
**Financial**  
**Stability**, **Basic**  
**Needs**, and  
in our  
community.**





**We fight for  
the **Health**,  
**Education**,  
**Financial**  
**Stability**, **Basic**  
**Needs**, and  
**Youth** in our  
community.**





## Our Method



Research - Community Status Report



ALICE - Community Needs



Volunteers - Sharing our Impact



Fundraising - Events & Rallies



## Our Essence



### Our Aim

ALICE stands for Asset Limited, Income Constrained, Employed—individuals and families who work hard but struggle to afford basic needs. ALICE+ includes those who fall below the poverty line. Together, they represent the 45% of our community facing real financial hardship. At United Way of Amarillo & Canyon, we believe all people matter—whether they fall within ALICE or ALICE+—and we are committed to funding programs that help break down the barriers they face every day.

In Amarillo & Canyon  
**45%**  
lives in ALICE+

### Our Brand Purpose



Rainbow of Hope

ALICE+

Hand of Help



# ALICE Barriers

That's why we only fund programs at partner agencies that directly address the barriers ALICE faces—through health, education, financial stability, basic needs, and support for youth.

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That's why we only fund programs at partner agencies that directly address the barriers ALICE faces—through health, education, financial stability, basic needs, and support for youth.

**Food**

**Housing**



# ALICE Barriers

That's why we only fund programs at partner agencies that directly address the barriers ALICE faces—through health, education, financial stability, basic needs, and support for youth.

**Food**

**Housing**

**Technology**

**Healthcare**

# ALICE Barriers

That's why we only fund programs at partner agencies that directly address the barriers ALICE faces—through health, education, financial stability, basic needs, and support for youth.

**Food**

**Housing**

**Technology**

**Healthcare**

**Transportation**

**Childcare & Education**

Check out our latest  
Community Status Report  
for further information.





**Message Wheel**

UNITED WAY  
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**A bite size way to  
understand what we do  
and how we do execute**







## 2025 HEALTH IMPACT PROGRAMS

Family Care Foundation, Dental Health

Amarillo Wesley Community Center, Senior Program

Catholic Charities of the Tx Panhandle, Josephs Project

Coalition of Health Services, Nurse Family Partnership

### **Family Support Services, Counseling**

7 Star Horse Therapy, Mental Health Program

Family Care Foundation, Dental Health Program



## **2025 EDUCATION IMPACT PROGRAMS**

Amarillo Wesley Community Center, Behind the Scenes

Amarillo Wesley Community Center, Wesley Wrestling

Boy Scouts, Golden Spread Council, Scouthreach

Buckner Children & Family Services, FYi Center

Family Support Services, Education & Prevention

Girl Scouts of Texas Oklahoma Plains, Girls at School

**Maverick Boys & Girls Clubs of Amarillo, Academic Success**

Leaders Readers Network

Window on a Wider World





## 2025 FINANCIAL STABILITY IMPACT PROGRAMS

### **Children's Learning Centers of Amarillo, Low Income Childcare**

Family Support Services, Veterans Resource Center

Goodwill of Northwest Texas, Job Training/Placement



## 2025 BASIC NEEDS IMPACT PROGRAMS

### **211 of the Texas Panhandle**

Amarillo Area, CASA

Amarillo Coming Home Project

American Red Cross, TX Panhandle, Disaster Services

Bridge Children's Advocacy Center

Catholic Charities of the TX Panhandle, InterFaith Hunger Project

Family Support Services, Crisis Services - Sexual Assault, Family Violence

Guyon Sauders Resource Center, Community Day Room

The Market on Tierra Blanca

PRPC/Area Agency on Aging, Foonet





## 2025 YOUTH CABINET

The Youth Cabinet at United Way of Amarillo & Canyon is a youth leadership program made up of high school students from Amarillo, Canyon, and Bushland. These student leaders work together to run fundraising campaigns within their schools, raising money to support local programs that make a difference in the Amarillo and Canyon communities. Through this initiative, students gain leadership skills while giving back to their neighbors.

In 2024 they raised \$53,834.59, Youth Cabinet allocated to programs such as Coalition of Health Services, Amarillo CASA, Area Agency on Aging, Wesley Community Center, Maverick Boys & Girls Club of Amarillo, Salvation Army, Boy & Girl Scouts, Gyon Suanders, and Catholic Charities.



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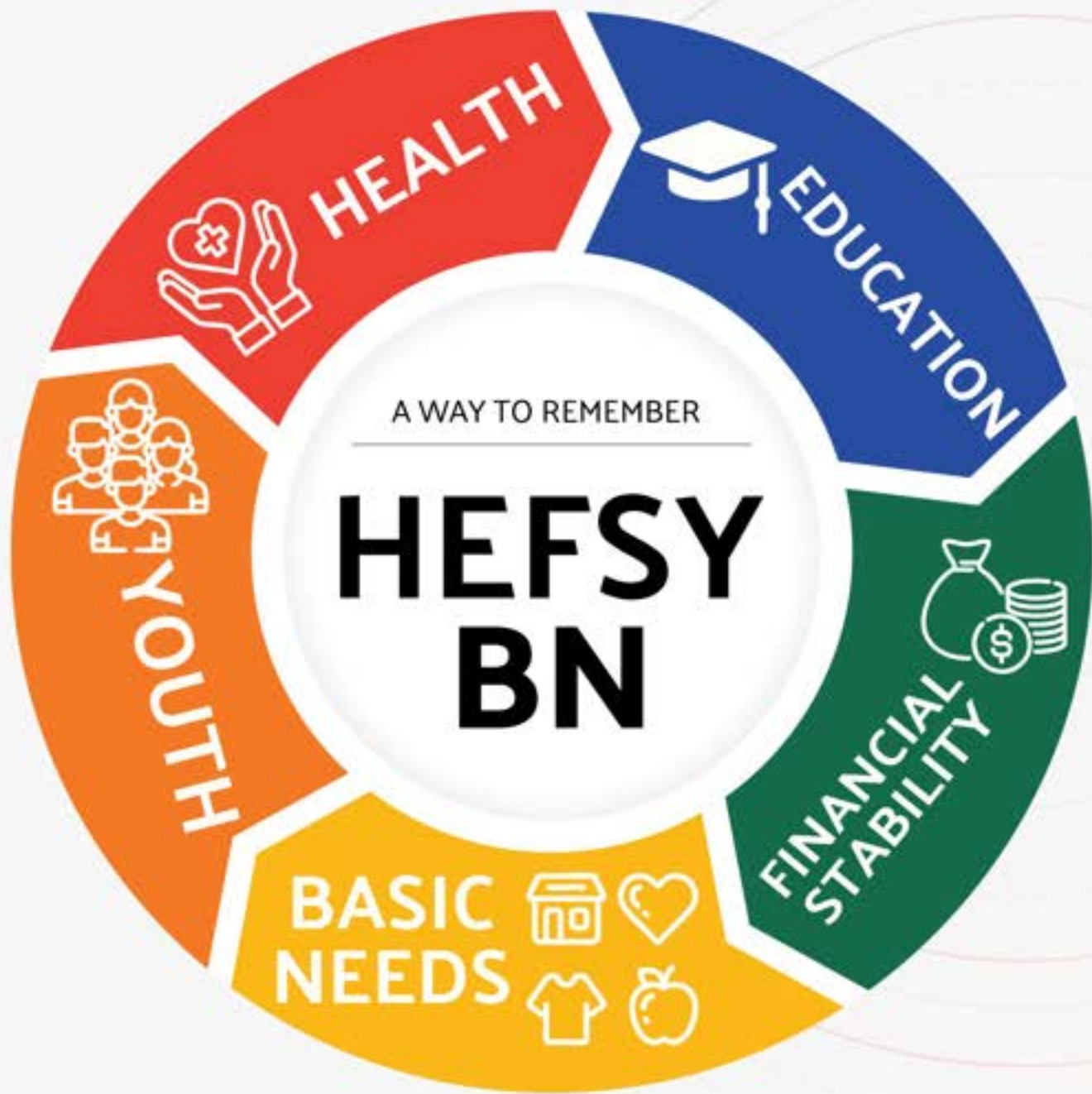






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## The Why and How these Programs

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The Allocations Council at United Way of Amarillo & Canyon is a group of dedicated community volunteers who vet, research, and thoughtfully discuss how funding is distributed to local programs. This group is made up entirely of volunteers—not staff or board members—and anyone in the community is welcome to join and have a voice in the decision-making process.





**WHAT PROGRAM DO  
YOU CONNECT WITH?**

# WHAT IS YOUR ALICE STORY?



**UNITED WAY**  
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Our Equation







Our Equation

A FOCUS AREA + YOUR PROGRAM = A UNITED STORY



Our Equation

A FOCUS AREA + YOUR PROGRAM = A UNITED STORY

HEALTH + Family Support Services, Counseling Services = A Health United Story





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HEALTH + Family Support Services, Counseling Services = A Health United Story

EDUCATION + Maverick Boys & Girls Club of Amarillo, Academic Success = A Education United Story



Our Equation

**A FOCUS AREA + YOUR PROGRAM = A UNITED STORY**

**HEALTH + Family Support Services, Counseling Services = A Health United Story**

**EDUCATION + Maverick Boys & Girls Club of Amarillo, Academic Success = A Education United Story**

**FINANCIAL STABILITY + Children's Learning Center, Low Income Childcare = A Financial Stability United Story**





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BASIC NEEDS + 211 of the Texas Panhandle = A Basic Needs United Story



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**YOUTH + Youth Cabinet = A Youth United Story**





Our Equation

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**EDUCATION + Maverick Boys & Girls Club of Amarillo, Academic Success = A Education United Story**

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**BASIC NEEDS + 211 of the Texas Panhandle = A Basic Needs United Story**

**YOUTH + Youth Cabinet = A Youth United Story**

### **United Storytelling = Longterm Impact**

A unified message helps us share a clear and consistent story about the impact we're making for ALICE in our community.



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**UNITED IS THE WAY TO LASTING IMPACT**





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**UNITED IS THE WAY TO LASTING IMPACT**  
**UNITED IS THE WAY TO ELIMINATING BARRIERS**



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**UNITED IS THE WAY TO LASTING IMPACT**

**UNITED IS THE WAY TO ELIMINATING BARRIERS**

**UNITED IS THE WAY TO REDUCING ALICE IN OUR COMMUNITY**



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**UNITED IS THE WAY TO LASTING IMPACT**

**UNITED IS THE WAY TO ELIMINATING BARRIERS**

**UNITED IS THE WAY TO REDUCING ALICE IN OUR COMMUNITY**

**UNITED IS THE WAY TO A THRIVING COMMUNITY**





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