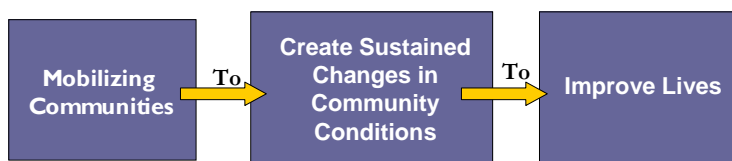


MEDIA FACT SHEET

Organization Background

Vision: To build a caring community where all children and youth succeed, families are self-sufficient, neighborhoods are vital and safe, and all people enjoy maximum health and independence.

Mission: To improve lives by mobilizing the caring power of our community.



Guiding Principles and Values:

- Uphold the highest ethical standards
- Act with compassion and caring
- Exceed our customers' expectations
- Be accountable in all we do
- Commit to quality work and continuous improvement
- Reflect the diversity of our community
- Promote teamwork and cooperation

History: Valley of the Sun United Way was founded in 1925 as the Community Welfare Council and Community Chest of Phoenix. In 1942, the organization became known as the War Chest of Phoenix, focusing on the needs that emerged as a result of World War II. In 1955, after the Korean Conflict, the organization changed its name again to the United Red Feather Fund, placing an emphasis on helping individuals with specific needs. The United Fund was chartered one year later targeting commercial businesses and workplace donors to provide a unified fundraising appeal for Phoenix's non-profit organizations.

In 1973, the United Way of Phoenix/Scottsdale emerged to help address shared community needs. A version of the conventional United Way logo that exists today was introduced at this time. Realizing the efficiencies of partnering together, Glendale, Tempe and Chandler joined the United Way of Phoenix/Scottsdale in the early 80s, forming Valley of the Sun United Way.

Today, there are more than 25 cities and towns that make up Valley of the Sun United Way's service area, officially encompassing all of Maricopa County with the exception of Mesa.

Serving the needs of our community for over 80 years, Valley of the Sun United Way is committed to advancing the common good by focusing on the areas of education, income and health.