

STRONG Families, STRONG Community.



The Challenge: 38% of Tri-County households work hard but still struggle to afford basics – often one bill away from crisis.

The Bold Community Goal: To uplift **15,000 families** out of poverty by **2035**.

The Strong Families, Strong Community Initiative aims to give hardworking families the tools, resources and support needed to overcome costs rising faster than wages.

Hard work doesn't always lead to prosperity...

TRIDENT UNITED WAY IS CHANGING THAT.



HOW IT WORKS – FAMILY COACHES

A dedicated coach walks alongside each family to:

- Boost income (higher-paying jobs, career pathways)
- Reduce debt and build credit
- Create a workable budget and plan
- Connect to benefits and local resources



WHERE WE MEET FAMILIES:

Whether it's creating a budget, getting a GED, improving a credit score, removing a barrier to employment or preparing for a promotion, **Family Coaches** meet hardworking families where they are.



AT WORK



AT FAITH SITES



IN SCHOOLS



IN LIBRARIES



AT OUR CENTERS FOR
STRONG FAMILIES

WHY IT WORKS:

Personalized Coaching + Connections
to the right local help = **Lasting Stability**

Your part:

**GET INVOLVED.
GIVE BACK.
TAKE ACTION.**



SCAN TO SEE RESULTS
AND GET INVOLVED.



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