



Make a Difference this Holiday Season: LIVE UNITED

By Johnny Mize, Board President, United Way of Amarillo & Canyon

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With the holiday season upon us, many of us may be more concerned with how the current economic crisis will impact our own families. However, this time of year is so special because of our time of reflection and our need to give thanks for all of our many blessings. While we may have less to give this year, we still have so much we cannot ignore the great needs faced by individuals right here in Amarillo and Canyon over the coming weeks, months and possibly years.

We all win when everyone in our community thrives, and it's up to us to work together and help each other. When we reach out a hand to one, we can influence the condition of all. At United Way, we have established a call-to-action – LIVE UNITED – to motivate everyone to help by donating time through volunteering, advocating or giving.

To LIVE UNITED, we must work together to address the most important needs here in our area including:

- Ensuring Basic Needs,
- Safety Net of Caring for People in Crisis,
- Building Financial Stability and
- Preparing Children to Succeed.

In our community and across the country, the income gap is the widest it's been in generations; unemployment is expected to reach its highest levels in decades; one out of every three Americans uses a credit card to pay for basic necessities like food and rent; and more than 47 million Americans, young and old, lack health insurance.

Whether you choose to donate to our local United Way campaign, be a mentor at a local elementary school, volunteer at a soup kitchen, or write a letter to a local representative about an important community issue - you are Living United and your actions will positively impact Amarillo and Canyon for generations to come.

When we harness spirit and ingenuity to work toward common goals, the possibilities are limitless. It's not just something to believe during the holiday season, it's real . . . every day. This is not something the citizens of the panhandle can – or should – do alone. Collectively, we can help improve the lives of those in need in our community and together, LIVE UNITED.