United Resource Connection

LOCALRESOURCE.INFO

45 Million Americans (more than 1 in 10 of us) are facing extreme poverty.

MISSION: We help individuals in crisis connect to resources. The search for help today is a very frustrating and isolating experience. The human service sector has become increasingly complex, and as a result many people bounce around the system, never connecting at all — or only partially — to resources they desperately need.

United Resource Connection addresses this complexity with state-of-the-art technology, and boots-on-the-ground human assistance. We provide and manage local resource directories that lay the groundwork for community collaboration by bridging multiple secular and faith-based resource providers. Our platform is multilingual and spans over 20 content areas, including food & clothing, housing, senior care services, job rehabilitation services, veteran services, mental health, substance abuse services and more. We provide staff to work with community providers to continually add local resource information, keep it updated, and to assist people as needed. In the Cincinnati area alone, we currently help over 400 people per month connect to resources available in their community.

PROGRAMS: We target the most economically challenged areas in the U.S. -- and leverage funding, as a 501(c)(3) nonprofit organization, to lay the groundwork for collaborative social service efforts supporting the marginalized and vulnerable people in those areas.

Urban Initiative According to the most recent census data, the top 10 most economically challenged urban centers in the United States are: 10) Memphis, TN; 9) Toledo, OH; 8) Miami, FL; 7) Milwaukee, WI; 6) Newark, NJ; 5) Fresno, CA; 4) Cincinnati, OH; 3) Buffalo, NY; 2) Cleveland, OH; and 1) Detroit, MI. Of these, Ohio has the most, so we’re starting in Ohio. We have begun efforts in Cincinnati and plan to launch in Toledo and Cleveland within the next year, followed by launches in the other cities as we build our financial base.

Rural Initiative The top 10 most economically challenged rural areas in the United States are: 10) Goofy Ridge, IL; 9) Cedar Crest, OK; 8) Keokee, VA; 7) Florence, IN; 6) Kinloch, MO; 5) Steamboat, AZ; 4) Goodyear Village, AZ; 3) Drysdale, AZ; 2) Westley, CA; and 1) Tecolote, NM. We are still developing the strategy for our rural initiative, and need committed funding to establish a foothold in these small rural areas.

Learn More About Us!
Donation Options

Because our services are free we need to ask for donations from people who are doing well enough to help, and believe in the importance of what we are doing. Here are some options if you are able to help us:

Corporate Matching Funds Many organizations have a program of matching the individual donations of their employees (e.g., you donate 8k, they match it, our organization gets 16k total). Please inquire as to whether your company has such a program. GE has a Matching Gifts Program, for instance, managed through the GE Foundation -- all you have to do is visit their website to participate if you are one of their employees. Matching programs are a big deal.

Amazon Smile .5% of your purchases on Amazon are donated to our charity when you sign up for this program. Signing up is easy. Goto smile.amazon.com, and login as if it’s your normal amazon account. Then go to the “Account and Lists” tab (the one that says “Hello, [your name]”) and select the “Your AmazonSmile” option from the dropdown menu. There is a “Select/Change Charity” button on the right side of the page -- clicking on it will give you the ability to search for and select “United Resource Connection”. Now change all your Amazon bookmarks to point to smile.amazon.com instead of amazon.com. It’s still the same store, but now your purchases are benefiting our nonprofit organization.*

Kroger Community Rewards Each time you shop using your Kroger Plus card, a percentage of your purchase will be donated to the charity of your choice. Start online at kroger.com/communityrewards. Create an account (if you haven’t done so already). Then under your Account Summary, go to “Plus Card and Alt IDs”, and add your Kroger Plus card number. Then scroll down to edit “Community Rewards” and enter the Organization number “EC176I” for United Resource Connection. Select our name from the resulting list and click “confirm”. To verify you are enrolled correctly, you will see “United Resource Connection” at the bottom of the Account Summary page.**

Individual Donations We are 501(c)(3) nonprofit organization which means your individual donations to us are tax deductible. We currently have online donation portals available on our websites, Facebook, and the Google One Today mobile app.

*Unfortunately the Amazon mobile app is not yet compatible with the AmazonSmile program. A workaround is to use the app only for getting items into your cart, then open your mobile browser to AmazonSmile and complete the purchase there, e.g., AmazonSmile shares the same shopping cart. **Unfortunately Kroger requires you to update your preferences annually. If you use a calendar app, please consider setting an annual reminder to re-designate United Resource Connection as your preference.

If you have questions or would like additional help, please contact one of our representatives at 1-800-341-3946 or support@unitedresourceconnection.org