



**Video Script • United Way of Greater Battle Creek Campaign Video
Draft 6 • Running time: 6 min 10 sec.**

Intro visuals: images of Faces United I changing on screen, showing the subject when their name is mentioned. When no one specific is mentioned, images of various people from phase one will show.

United Way of Greater Battle Creek is all about improving the lives of people in our community. When you donate to United Way, you are helping people like Amber, Clyde, and Nicole. You help us fund more than 45 programs that pull people through life's disasters and get them back on their feet.

The local people you see here are just a handful of the thousands United Way helps each year. Results of the programs we support show us that people in need use United Way-funded services more than 200,000 times every year.

Text on screen will emphasize the number 200,000.

We would like you to hear the stories of some of the people whose lives are changed for the better thanks to the generous donations from people in our area.

Story visuals: images of Faces United II subjects changing on screen as their particular story parts are shared.

Lakeisha

It was tough when I moved back to Battle Creek. I didn't have a job or a car and I was the single parent of an eight month old. I had to get around on buses and that's really hard with a child, especially in the cold and snow.

Nena & Roy

Nena: God awakened me with a message in my head: "Go check on your son." Roy was asleep next to me and nothing seemed unusual. I found William lying asleep in his bed with flames ten feet from his head! I scooped him up and went to wake Roy.

Roy: I smelled smoke and could see a haze above us. We could hear the blaze crackling below us — pop, pop, pop!

Alicia

I've been an alcoholic for years. Some years I was sober and some I wasn't. I lost my job and the custody of my daughter because of drinking. Eventually, I went into rehab and have been sober now for four years. I had absolutely nothing after rehab and had gotten far behind in my bills. So I was sober, but I had lost my place to live and my family had disowned me out of "tough love." I couldn't see my own child, I was a college dropout, and I was unemployable because of my record.

Brett & Deqwan

Deqwan: It's neat to have a Big Brother who is a firefighter. I tell my friends at school about him. Before I met Brett, I was doing bad in school and didn't know a lot of stuff I do now.

Brett: It's rewarding to be a Big Brother and have an impact on a young person's life. Mentoring changes my perspective on the world and my place in it. It's a lot of fun, too. It's great having an excuse to be a kid again.

Lakeisha

I became a certified nurse assistant, but I didn't have a car to get to work. I also needed to get my son to preschool and make it easier to go grocery shopping and to the laundromat. I was referred to the Wheels to Work program at Goodwill and I qualified to buy a used car in perfect condition.

Nena & Roy

Nena: The floor of our upstairs apartment was really hot and it cracked when we walked across it to get out.

Roy: Just after we stepped into the hallway, the floor of our apartment caved in behind us!

Nena: We got to a balcony and a firefighter put up a ladder and rescued us. When we got to the parking lot, I lost my calm and fell into hysteria.

Alicia

I couldn't do anything without some decent clothes, and that's when I first learned about Charitable Union. Wearing nice clothes made me feel like I was functioning in society again. Because of the free clothes, I had money to pay bills I couldn't have otherwise. Finally, a year after getting sober and searching for a job in clothes I felt good in, I got my old job back. I got my daughter back, too.

Rosario

I love writing poems and reading chapter books. I'm nine years old and in the third grade at Franklin School. I go to the Latino After School Program there, too. They help me with my homework like math and science. We play games like times, plus, and take-away and we read so we can learn more English. My teacher helps me understand more English.

Brett & Deqwan

Deqwan: Brett and I go bowling and he teaches me how to make good shots in basketball. It's all fun. My mom thinks Brett is a good guy. She says he's awesome. I think I'm just lucky to have him.

Brett: Being a Big Brother increases your sense of responsibility and provides a good friendship for both of us. I really appreciate all the people who donate through United Way to support Big Brothers/Big Sisters.

Deqwan: I want to be like Brett when I grow up.

Lakeisha

Because of my car I'm a successful single parent who can get to work and get my son everywhere he needs to go. The car also means I can move on and accomplish more of my goals. I can't tell you how much it means to me to have a dependable way to get where I'm going, and I want to thank the people who gave to United Way to help make my car possible.

Nena & Roy

Roy: We got out of the fire alive. That was great. But the care we got afterwards was awesome.

Nena: We lost everything in the fire and had no insurance. The Red Cross was there immediately and made sure rent was covered for a temporary place to live. They also gave us vouchers to stores and to the Charitable Union.

Rosario

I was born in Battle Creek, but my parents speak mainly Spanish. They were born in Mexico. I speak Spanish, too. Sometimes I help my parents learn English. I like coming to the After School Program because it's fun and helps me.

Nena & Roy

Roy: They made us feel like there's somebody out there who cares about us. Everybody was so generous that we were able to furnish a house again. We became better people when we could look past all the things we had just lost but still say, "But we got us . . . and we almost didn't."

Images of the subjects from both phases of Faces United continue on screen in more rapid changing fashion:

The people you have just heard from are all helped by United Way-funded programs -- programs with proven results. Variations of these stories are told by hundreds of other people who receive help to improve their lives. Last year alone, United Way helped give more than one million pounds of food to those suffering from hunger. Five hundred forty-three victims of house fires received emergency help after losing everything, and people with little or no health insurance received medical care almost 73,000 times.

Numbers 1 million, 543 and 73,000 onscreen.

When you donate to United Way of Greater Battle Creek, every penny of your gift goes directly to funding programs and the services to support and monitor them. Our one hundred percent guarantee means that corporate contributions cover United Way overhead and fundraising costs, so your dollars go right to the people who need them the most.

*Animated text with: 100% guarantee
Individual donations directly support programs and services*

Alicia

I don't think people who contribute to United Way really know how they help people who are trying to get back on their feet. A little bit goes a long way, and I am thankful.

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