



United Way of Southwestern Pennsylvania

CELEBRATE WITH SERVICE

MLK DAY 1.18.21

The work and teachings of Martin Luther King, Jr. spanned so many important issues – racial equality, civil rights, human dignity, nonviolence – that properly observing his life's work on one day can seem daunting.

So United Way of Southwestern Pennsylvania has created two meaningful opportunities for you and your family to celebrate one of MLK's most relevant messages for our world today. ***Everyone can be great... because everyone can serve.***

Life's most persistent and urgent question is, *'What are you doing for others?'*
— MARTIN LUTHER KING, JR. —



BOOK DRIVE FOR DIVERSITY

Help us put meaningful, positive books in the hands of eager young readers.

SCROLL DOWN FOR MORE.



FAMILY FORUM ON EQUALITY AND KINDNESS

One of the best ways to serve is to foster empathy and desire to serve with your children.

SCROLL DOWN TO GET STARTED.



Thank you for your continued support of United Way. We are happy to provide opportunities such as this to bring families and our whole community together in a spirit of service and a shared dream of a better tomorrow.



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BOOK DRIVE FOR DIVERSITY



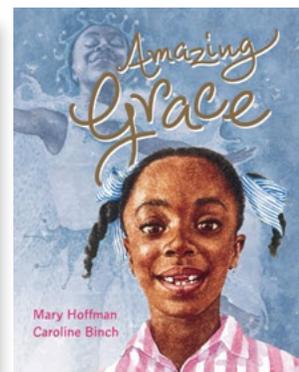
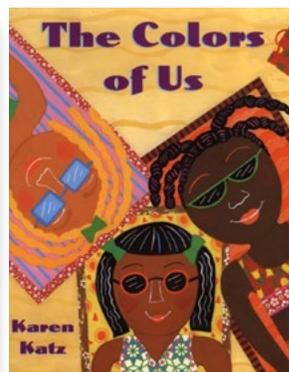
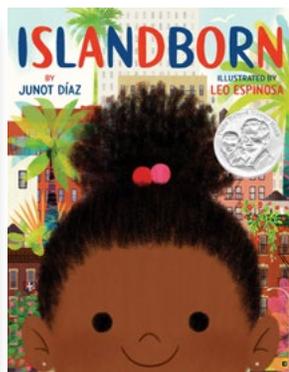
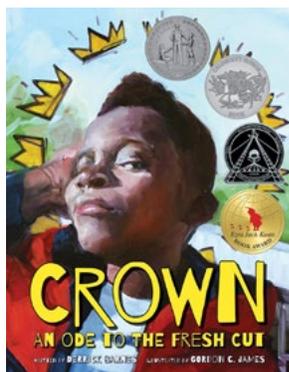
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Reading is one of the great equalizers in our society. Opening a great book opens up so many possibilities for children.



United Way has partnered with University of Pittsburgh's Office of Child Development to increase access to books promoting a positive equity message for young readers. Because of public health concerns, our Book Drive for Diversity will be completely virtual. But the books are real and your support is essential!

Help us put books championing people of all abilities, gender, race, ethnicity and economic status into the hands of eager readers in our community. [Click here](#) to register and select thoughtfully chosen titles to purchase on behalf of this drive for literary diversity.



Just a few of the wonderful books you can select for others!



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FAMILY FORUM ON EQUALITY AND KINDNESS

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Observing MLK Day should be more than just a day off work or school. So in the teaching spirit of Dr. King, United Way has joined with YWCA Greater Pittsburgh to host a virtual forum for your family to engage in meaningful discussions about social justice, learn practical skills and encourage a more inclusive culture. Sign up for this lively, positive online event that will bring greater significance of MLK Day for your family. We will have two breakout sessions for you to choose, each led by highly experienced, engaging experts in the field.

Service to others begins with teaching the importance of service to our kids.

Whichever breakout session you choose, the time commitment will be short. So you'll have the rest of this holiday to relax and enjoy time with your family.

[Register here](#) for "How to Talk to Your Children About Race."

[Register here](#) for "Social Media as a Tool for Social Change."



United Way of
Southwestern Pennsylvania

SESSION 1: 9:00 AM

How to Talk to Your Children About Race

For parents of younger children



Barbara Johnson, VP, Center for Race and Gender Equity at YWCA Greater Pittsburgh

SESSION 2: 11:00 AM

Social Media as a Tool for Social Change

For parents and teenagers



Candi Castleberry, VP of Diversity Partnership Strategy and Engagement at Twitter
(Be sure to have your mobile phone. This will be an interactive session.)