

# Logo Breakdown



#### **Orange Rainbow - HOPE**

The orange rainbow in the United Way logo symbolizes hope and optimism. It reflects our commitment to creating brighter futures and inspiring positive change in our community. This vibrant hue embodies the promise of a better tomorrow, illustrating our dedication to supporting individuals and families as they strive for success and well-being.



#### **Red Person - ALICE**

The red person at the center of the United Way logo represents ALICE (Asset Limited, Income Constrained, Employed). This figure embodies the hardworking individuals and families in our community who are struggling to make ends meet despite being employed. The red color signifies urgency and the importance of supporting ALICE households to ensure they have the resources and opportunities needed to thrive.



### Blue Hande - Helping Hand

The blue hand at the bottom of the United Way logo represents a helping hand, symbolizing our commitment to providing support and assistance to those in need. It signifies unity, compassion, and the collective effort to lift up our community, ensuring everyone has access to the resources and opportunities they need to succeed

## Health

Amarillo Wesley Community Center Senior Citizen Programs

**Coalition of Health Services** 

Nurse-Family Partnership

**Family Care Foundation** 

**Dental Assistance** 

**Family Support Services** 

Counseling

Panhandle Behavioral Health Alliance System Change

### **Education**

Buckner Children & Family Services
FYi Center

**Family Support Services** 

**Education & Prevention Programs** 

**Amarillo Wesley Community Center** 

Behind the Scenes Modeling & Mentoring/Wrestling Club

**Boys Scouts, Golden Spread Council** 

**Cub Scouts Scoutreach** 

**Girl Scouts of TX/OK Plains** 

Girls at School

**Maverick Boys & Girls Clubs of Amarillo** 

**Academic Succes** 

# **Financial Stability**

**Children's Learning Centers of Amarillo** 

Low-Income Childcare

**Family Support Services** 

**Veterans Resource Center** 

**Goodwill of NW Texas** 

Job Training/Placement

### **Basic Needs**

2-1-1

Specific Aid

Amarillo Area CASA

Volunteer Recruitmen

**American Red Cross** 

Home Fire Campaign

Catholic Charities of the TX Panhandle

nterratti Hunger Project

The Market on Tierra Blanca

Food Pantry

PRCP/Area Agency on Aging

FoodNe

The Salvation Army

mergency Shelter Services

**City of Amarillo - Community Development** 

Comina Home Project

**Family Support Services** 

Crisis/Domestic/Sexual Assaul

**Guyon Saunders Resource Center** 

Community Day Room