

Arrowhead United Way Programs

Teens Make a Difference - Established in 1993, this service program, in partnership with the Inland Center Mall, encourages high school students to give back to their community through frequent volunteer opportunities. Since its inception, TMAD has equipped over 14,000 students with the necessary skills to become better students and community leaders.

Operation Student Success - Focused on youth empowerment, this program provides young individuals with paid hands-on work experience in the AUW Office and skill-building opportunities to jumpstart their careers. Simultaneously, this effort brings together companies and their employees to support K-12 students through scholarships, school supply drives, and backpack giveaways also annually providing STEAM education scholarships in memory of former CEO Doug Rowand.

Health is Wealth/Estate Planning - Connects our community, senior citizens and veterans to financial health & nutrition workshops held in our service area by our banking, legal and health education partners. Participants receive a comprehensive overview of budgeting, debt reduction, and credit management to support their efforts toward financial wellness. Followed by a nutritious cooking demo and an interactive healthy eating workshop. Upon completion, participants receive a grocery store gift card and various sponsored incentives.

United 2 Feed the Need - Works to aid nonprofits, families, and the unhoused community in the Arrowhead United Way service area by providing immediate food relief through food donations and grocery gift cards to eligible program participants. This program increases community access to food and improves the quality of life for under-resourced individuals in our region. This initiative birthed the Magical Music of Motown, which brings together the community for a night of charity to raise funds for our hunger relief efforts and the San Bernardino Valley College food pantry.

Women United (formerly known as The Women's Leadership Council) - Is a new and powerful voice in philanthropy, heard across the country with more than 40,000 women involved. Together, the WU members work to support our mission and empower local youth through coordinated education efforts. Including safety trainings, scholarships, interview preparation workshops, and mentoring services.

Beneficent Rapid Advance Veteran Engagement (B.R.A.V.E.) - The B.R.A.V.E. initiative provides support and resources year-round to serve veterans, including the San Bernardino National Veteran Chamber of Commerce, which offers training, education, awareness, mental health supports, financial literacy and business workshops.

Arrowhead United Way Community Advancement Resource Empowerment Service (C.A.R.E.S.) - This program bridges the gap between community generosity and local commerce within the AUW service area. By partnering with AUW, local businesses offer exclusive, limited-time deals that trigger a direct donation to vital community programs with every purchase. It's an innovative model that ensures your local spending creates a lasting local impact.

Building Improvement Giving (B.I.G.)- This initiative supports AUW's ongoing commitment to enhance our campus by giving donors the opportunity to contribute directly to capacity and infrastructure improvements. It also advances our goal of creating a Veterans Memorial Park to honor those who served, along with a mural recognizing Native American Code Talkers.

Community Supports

Medical Equipment Donations (Project M.E.D.) - Provides free medical supplies and equipment to any 501(c) (3) nonprofit organization supporting the community in our service area. Through this no-cost program, partners save an average of \$3,000 per month on overhead costs, allowing them to redirect those funds into programs that help our community thrive.

Help Enhance Lifestyle Package (Project H.E.L.P.) - Provides community members with a care package of essential toiletries to boost self-esteem, self-confidence, emergency and disaster support and motivation. Packages are distributed during unhoused outreach efforts and community events, and are also donated to campus clothing closets across our service area.

Steps of Community Kindness Seeds (S.O.C.K.S.)- in memory of our volunteer Vickie De La Ree - For over a decade, AUW has provided new socks to unhoused outreach teams, overnight shelters, transitional living facilities, and Title 1 schools, through fundraising efforts led by our late office volunteer Vickie De La Ree. After her passing, we continue to harness the kindness of our community by collecting and donating socks in her honor.

Holiday Season Programs

Gingerbread Kids - A program that brings holiday cheer during the month of December to children in transitional living, the foster care system, or whose families are experiencing financial hardships. With the support of various partners, AUW connects the children with gifts and clothing items for the season.

Adopt-A-Family - Provides much-needed assistance to families facing financial struggles during the holiday season. In partnership with local businesses, families are gifted wish-listed items to help them experience the magic and joy of the season.

Mrs. Holiday Cheer - In a festive collaboration with San Bernardino City Parks and Recreation or community, this program brings the magic of the season to life at the "Miracle on Court Street" event. Families can enjoy a night of AUW-sponsored holiday ice skating, creative crafting, and an enchanting storytelling with Mrs. Holiday and her festive friends.