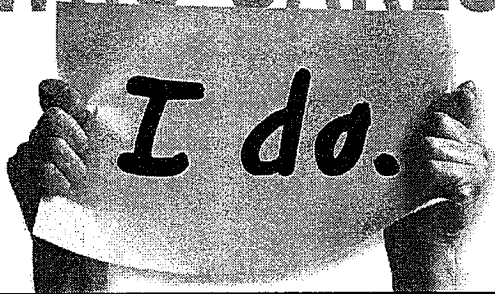


WHO CARES?



**JOIN THE THOUSANDS OF
NEW YORKERS WHO
CARE ABOUT PEOPLE IN NEED
AND THE QUALITY OF LIFE
IN OUR STATE.**

WHO CARES? I DO. is a statewide campaign that seeks to protect the services that are essential to the well-being of real people in our communities.

Every day, hundreds of thousands of people across New York receive vital human services. You, your children, your family, friends, and neighbors may be among them - going to an *after-school program* or a *senior center*, receiving *job training*, accessing *food pantries*, seeking *mental health* or *substance abuse assistance*, *housing assistance*, *day care*, or other critical services.

**Human services are not only lifelines for people in need;
they improve the quality of life for all of us.**

Difficult choices must be made -- and as always - human services will chip in. But we must ***preserve the programs that are most desperately needed*** as everyday New Yorkers recover from the worst financial crisis since the Great Depression.

Why Should YOU Care?

- ***Any one of us*** may find ourselves in need of human services due to the unexpected loss of a job, catastrophic illness, natural or man-made disaster, or other life circumstance.
- In New York State, almost ***800,000 people are unemployed***, and 1 of every 7 New Yorkers, 2.7 million people, have fallen below the poverty line.
- Human services ***employ about 1.2 million*** people in New York's communities, and ***consume millions in goods and services***, so budget cuts mean more job losses and less spending in our local economy.
- Human services programs are cost-effective and provide a positive social and economic ***return on investment*** as they prevent more costly problems.

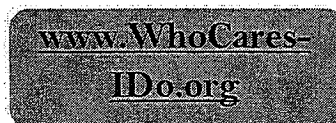
CONNECT TO THE CAMPAIGN AND SIGN THE PETITION!



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Who Cares? I Do.



Visit our Website and
join the rally!



Organized by the
Human Services Council

This campaign is supported by generous grants from the New York Community Trust and the United Way of New York City.