

One gift. For all. Donate today.

# UNITED WE WILL THRIVE



United Way of  
Clark, Champaign &  
Madison Counties



# WHAT IS UNITED WAY?



United Way of  
Clark, Champaign &  
Madison Counties

United Way of Clark, Champaign & Madison Counties is a 103-year-old non-profit organization serving our three counties. United Way funds over 60 local programs to provide a better quality of life for people experiencing challenges and hardships.

## HOW WE INVEST YOUR DOLLARS

**YOUR GIFT  
STAYS 100%  
LOCAL!**



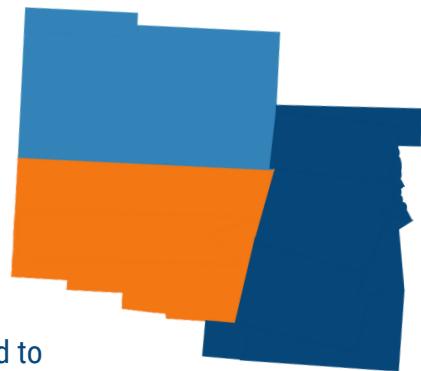
### Education Investments

Ensuring access to quality childcare and education that prepares children and adults for the world around us - bolstering individuals for long-term success.



### Health Investments

Improving the health for all by making it easier for individuals to access substance abuse programs, receive quality health care and access nutritious foods, we're fighting to help everyone get—and stay—healthy.



### Income Investments

Helping individuals develop the skills they need to obtain solid jobs, become financial literate, assist the homeless and those in need of critical financial assistance to establish a good quality of life.

**66 > SUPPORTED  
NONPROFIT PROGRAMS**

**\$796,745 > INVESTED IN 2021  
IN OUR 3 COUNTIES**

**UNITED WAY  
SUPPORTS  
LOCAL PEOPLE**

When you donate to United Way, you provide local people with access to basic essentials, health care, education and financial stability.

**A UNIQUE  
POSITION TO HELP**

No other organization has the scope and expertise to unite and mobilize hundreds of human service agencies, businesses, government, volunteers and foundations around a common vision for the common good.

**TOGETHER, WE CAN  
DO MORE THAN WE  
CAN ALONE**

Through United Way, your contribution joins others' to have a more meaningful impact.

# HOW CAN YOUR STAFF INVEST IN OUR COMMUNITY?

## INDIVIDUAL CONTRIBUTION

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. For example donors can give monthly or one-time through credit card or electronic bank transfer (ACH).

## BAND TOGETHER TO CREATE CHANGE

Join a network of community leaders advancing the common good through one of the following groups:

**Club 52** (\$52-\$499)

**Leadership Circle** (\$500-\$999)

**Benefactor** (\$1,000-\$2,499)

**Patron's Circle** (\$2,500-\$4,999)

**Founders** (\$2,500-\$4,999)

## CREATE LASTING CHANGE

Stay involved in the community after you enter retirement by updating your information with United Way. By continuing your contribution after you retire, you will continue to impact the community for generations to come.

## VOLUNTEER

The community can always use your help! Volunteer your time today and visit [www.uwccmc.org/volunteer](http://www.uwccmc.org/volunteer).



# CAMPAIGN CHECKLIST

## PLAN

- Obtain and order campaign materials (virtual options available).
- Establish workplace campaign goals related to a dollar amount and participation percentage.
- Recruit and train your committee: establish a timeline and goal.

## GEAR UP

- Send a letter from management to employees.
- Review campaign supplies and prepare materials for distribution.
- Schedule and plan a Campaign Kick-off Event. Visit [www.uwccmc.org/campaign-tool-kit](http://www.uwccmc.org/campaign-tool-kit) for ideas and materials.
- Contact United Way to request program speakers and/or virtual presentations.

## CONDUCT

- Build enthusiasm for the campaign through emails or video calls.
- Send personal communications to all employees.
- Hold educational, socially distanced, meetings and fundraising events with staff.
- Send follow-up emails every few days to maintain enthusiasm.
- Hold giveaways and drawings for those who have returned forms.
- Follow-up with past contributors who have not yet responded.

## CLOSE

- Send a reminder email to submit outstanding pledge forms.
- Collect forms. Make copies for your payroll/HR department.
- Announce your campaign results to co-workers. Thank all donors and the campaign committee.
- Discuss implementation plan for the company's new hires.
- Choose Employee Champaign Chair (ECC) for next year.

# GOOD TO KNOW!

## TIPS FOR A SUCCESSFUL CAMPAIGN DURING A PANDEMIC

### TIME IT RIGHT

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged.

### GET HIGH-LEVEL BUY-IN

When the CEO and senior managers are the first to give, others will follow their example.

### CREATE A CORPORATE MATCH

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

### BE VISIBLE

Get on the agenda for scheduled company-wide Zoom calls or meetings, or other gatherings.

### OFFER INCENTIVES

Promote incentives, contests or drawing to encourage giving.

### MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

### PROMOTE. PUBLICIZE. PLAN.

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged.

### THANK AND CELEBRATE

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

### LET THE SPIRIT LIVE ON!

Opportunities to Lead the Way don't end when your campaign does. Keep staff posted on UWCCMC's success!

## MEET THE TEAM

Your United Way staff is here to help you every step of the way!



**Kerry Lee Pedraza**  
Executive Director  
[kpedraza@uwccmc.org](mailto:kpedraza@uwccmc.org)

**Lorie Hale**  
Director of Donor Relations  
[lhale@uwccmc.org](mailto:lhale@uwccmc.org)

**Kara Van Zant**  
Director of Community Impact  
[kara.vanzant@uwccmc.org](mailto:kara.vanzant@uwccmc.org)



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# SAMPLE COMMUNICATIONS

**Sharing United Way's message just got easier!**  
**These emails can be used as is, or be adjusted to fit your needs.**

## KICKOFF MESSAGE FROM ECC

**Subject: We need your help to THRIVE UNITED as a community!**

Our annual United Way Campaign is about to kick off! I am so excited about the opportunity we have to help improve the community where we live and work. I believe it is our responsibility to help where we can. Giving to United Way is the best way to help the most people in need in our community! I hope I can count on you this year to join me and LIVE UNITED.

If you've supported the campaign in the past, you know that it's an easy way to give to our community. Watch for information coming soon about all the upcoming campaign activities, events and your opportunities to learn more about what it means to support United Way in our community and how your gift to them will make a difference in the lives of individuals and families who are struggling every day. It takes an entire community to make a difference and we need you.

Through our contributions, we can make sure help is there for families, co-workers and friends. Please join me in supporting United Way and our community in this year's [Company Name] workplace campaign.

Thank you,  
(CEO or Employer Coordinator Name)

## THANK YOU MESSAGE

**Subject: Thank You!**

At the start of the campaign, we asked you to believe there is good in our community, and more than that, to BE the good.

You did it!

We are so appreciative of everything you all accomplished in the last [XXX] weeks! From the kick-off event to the last pledge turned in, we have seen so much support for this United Way Campaign. We are proud of everyone who made a difference for someone in need.

Thank you so much for making this campaign such a fun success! Thousands of lives will be touched through your support.

Sincerely,  
{CEO'S NAME}



**United Way of Clark,  
Champaign & Madison Counties**

## MESSAGE OF SUPPORT FROM CEO

**Subject: We need your help!**

At [Company Name], we are deeply committed to improving the quality of life for people in our community.

That is why we participate in the United Way of Clark, Champaign & Madison Counties annual campaign. It is one of the ways we create real change, help others, and strengthen our entire community.

When we – as individuals and an organization – support this campaign, things get better. Young people have access to education. Families become more financially stable. Seniors get the support they need to lead happy, healthy lives.

Your support makes a difference, and it is vitally important. I hope you take the opportunity to be a part of LIVING UNITED.

Sincerely,  
{CEO'S NAME}

## MESSAGE OF SUPPORT FROM CEO

**Subject: For the Price of Two Lattes a month...**

"What difference does my contribution make?" This is one of the most common questions employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it's invested in the most effective and efficient programs in our community.

\* **\$1.00 a week:** For the price of a pack of gum, you could provide 100 pounds of food to Second Harvest Food Bank of Clark, Champaign & Logan Counties.

\* **\$5.00 a week:** A stop at your local coffee shop could also provide a ride to treatment for someone through the Cancer Association of Champaign County.

\* **\$10.00 a week:** The cost of a car wash could also provide a senior with two meals delivered from LifeCare Alliance's Meals on Wheels.

As you can see, even a small investment through United Way of Clark, Champaign & Madison Counties goes a long way toward giving individuals and families a hand up. I hope you'll join me in giving at a level that's right for you.

Thank you,  
{ECC'S NAME}

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# 211 ANNUAL REPORT

211 is a free, non-emergent, community helpline that is open 24 hours a day, seven days a week. This service allows people to speak to a trained professional who can connect him or her to essential community services. These skilled workers listen to the person's needs, research all available service options, connect him or her with help, and follow-up as needed. They are specially trained to help with problem solving and crisis intervention.



## Top Needs



\*Data is from July 2020 - June 2021



United Way of Clark,  
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# WHAT A DOLLAR BUYS

When you give to United Way, you're making a difference in our community. United Way of Clark, Champaign & Madison Counties fights for the basic needs, education, financial stability, and health of every person in our community. Your gift through payroll deduction, no matter the size, is an investment in the lives of your neighbors and the well-being of our community.

## WHAT MATTERS MORE?



A \$1 PACK  
Of Gum

-OR-



100 LBS OF FOOD

Second Harvest Food Bank  
of Clark, Champaign & Logan



A \$5 CUP  
Of Coffee

-OR-



TRANSPORTATION TO TREATMENT

Cancer Association of Champaign County



A \$10  
Car Wash

-OR-



2 MEALS FOR SENIOR CITIZENS

LifeCare Alliance  
Meals on Wheels



A \$25 PAIR  
Of Movie Tickets

-OR-



1 YEAR OF BOOKS

Dolly Parton's Imagination Library



A \$50  
Dinner Out

-OR-



1 NIGHT OF SHELTER AND 3 MEALS

Interfaith Hospitality Network



United Way of Clark,  
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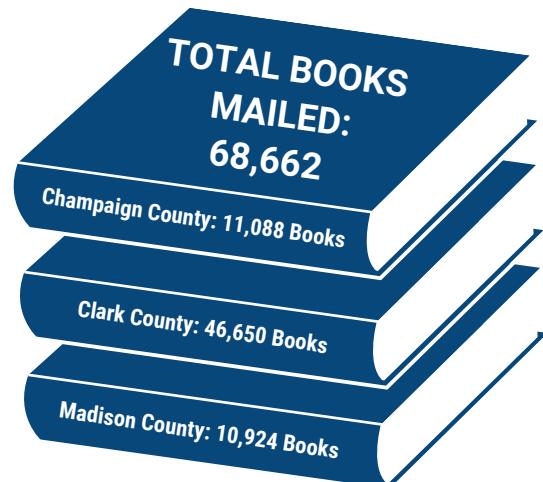
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# DOLLY PARTON'S IMAGINATION LIBRARY



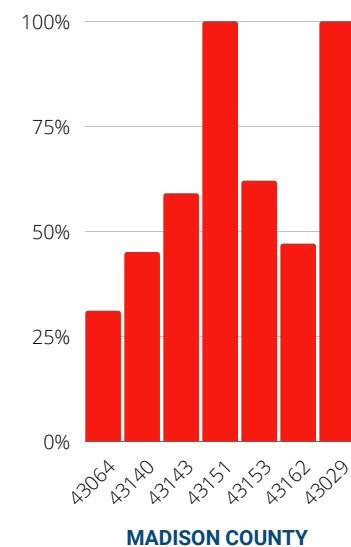
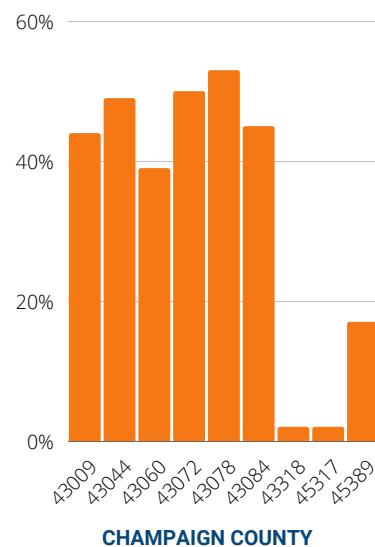
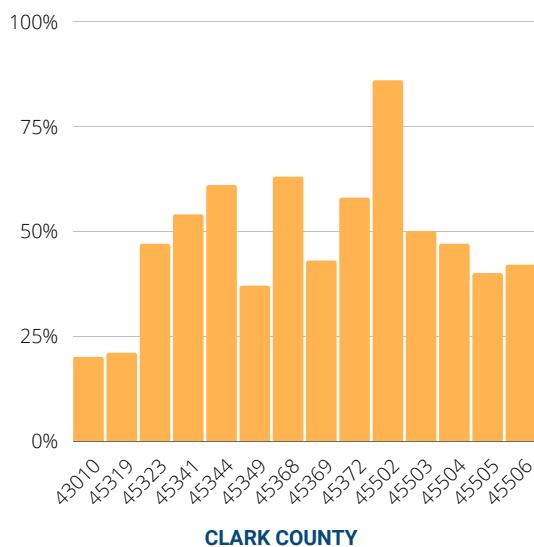
Dolly Parton's Imagination Library is a book gifting program that mails free, high-quality, age appropriate books to children from birth until they are 5 years of age.

United Way partners with Dolly Parton's Imagination Library and Ohio Governor's Imagination Library to make this program possible in our 3 county area. Annually it costs \$25 per child to receive 12 books mailed straight to their home. This is made possible by generous donors, local educators, libraries, and various community partners. With their help, there is no cost for any family - regardless of race, gender or socioeconomic status.



\*Data is from July 2020 - June 2021

## PERCENT OF CHILDREN REGISTERED BY ZIP CODE



\*Data is from June 2021



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# VOLUNTEERS

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# UNITED

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GIVE. ADVOCATE. VOLUNTEER.

- Find volunteer opportunities throughout the community.
- Connect with opportunities and local organizations.
- Track your volunteer hours.
- Find upcoming community events
- So much more!

**Questions?**

Contact United Way at 937.324.5551 or [volunteer@uwccmc.org](mailto:volunteer@uwccmc.org)



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**[UWCCMC.ORG/VOLUNTEER](http://UWCCMC.ORG/VOLUNTEER)**