



United Way of Clark,
Champaign & Madison Counties

COMMUNITIES UNITED 2021



WHAT IS UNITED WAY?

United Way of Clark, Champaign & Madison Counties is a 101-year-old non-profit organization serving our three counties. United Way funds over 70 local programs to provide a better quality of life for people experiencing challenges and hardships.

HOW WE INVEST YOUR DOLLARS:



Basic Needs Investments

Combating food insecurity, homelessness and other basic needs to help people escape poverty.



Education Investments

Improving access to health care services and ensuring safety from domestic violence.



Health Investments

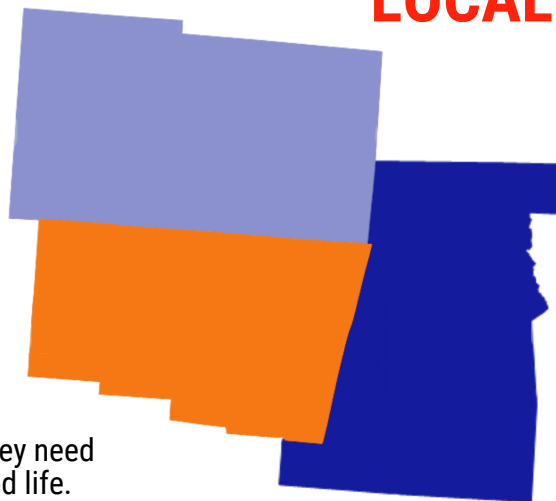
Ensuring access to quality childcare that prepares children for learning. Protecting and bolstering our youth for long-term success.



Income Investments

Helping workers develop the skills they need to obtain solid jobs and secure a good life.

**YOUR GIFT
STAYS 100%
LOCAL!**



HOW IT MAKES A DIFFERENCE:

SUPPORTING

71

NONPROFIT
PROGRAMS

IN 2019
UNITED WAY INVESTED
\$814,828
IN OUR 3 COUNTIES

TALKING POINTS

- **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)

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.

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 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 Campaign Chair (ECC) for next year.

Good to Know!

Here are a few things to keep in mind as your organization gears up to give!

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.

Be Visible

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

Promote. Publicize. Plan.

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.

Offer Incentives

Promote incentives, contests or drawing to encourage giving.

Thank and Celebrate

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

Create a Corporate Match

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

Make it Personal

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

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

Lorie Hale
Director of Donor Relations
lhale@uwccmc.org

Lacey Rexrode
Office Manager
lrexrode@uwccmc.org

Kara Van Zant
Director of Community Impact
kara.vanzant@uwccmc.org

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 stand UNITED as a community!

Please mark your calendars for [DATE] – our official United Way of Clark, Champaign & Madison Counties 2021 Campaign Kickoff! This year will look a little different as we do our best to keep everyone safe and socially distanced to help stop the spread of COVID-19.

As many of you may know, this campaign is a chance to improve the lives of everyone who calls our community "Home". During the next few weeks, you will learn how United Way leads the fight for the health, education, basic needs and financial stability of everyone in our region. How in March, United Way established the Clark Champaign Madison COVID-19 Community Fund to provide local agencies with necessary funding for food access, rent and utilities assistance and housing/shelter basic needs. United Way has witnessed an exponential increase in need across our community during this time.

This season, we hope to raise even more money than last year, [\$], to fill this need. Please join me in showing our community how [COMPANY] works together to Unite Our Community!

Sincerely,
{ECC'S NAME}

MESSAGE OF SUPPORT FROM CEO

Subject: Communities UNITED!

United Way funded programs need your support! Remember that even just \$1 a pay for a year can provide over 5,000 pounds of food through our local food bank to families in need. I choose to support United Way because I know that every dollar I give is making the biggest possible impact on local people. United Way has been a trusted organization in the Clark, Champaign and Madison Counties for generations. It is up to us to continue to care for our community long into the future.

Thank you,
{ECC'S NAME}

MESSAGE OF SUPPORT FROM CEO

Subject: We care about our community!

Did you know that United Way has been a leader in funding human service program in our community for 100 years? Did you know that volunteers distribute the money raised by United Way? Or that local partner programs must meet strict criteria for funding.

Last year, employees at [COMPANY] raised [\$] to strengthen our region through United Way. The gifts made here at [COMPANY] helped thousands of local people, including feeding the hungry, educating children of all ages, sheltering the homeless and providing meals to the elderly. In March, these non-profits, like thousands of people in our community, were greatly affected by the COVID-19 crisis. While remaining on the frontlines to serve the surging need in our community, these non-profits also took a huge financial hit. In order to remain open, and continue to strengthen our community for future generations, they need our support now, more than ever.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way, and [COMPANY] offers you the ease of payroll deduction to donate.

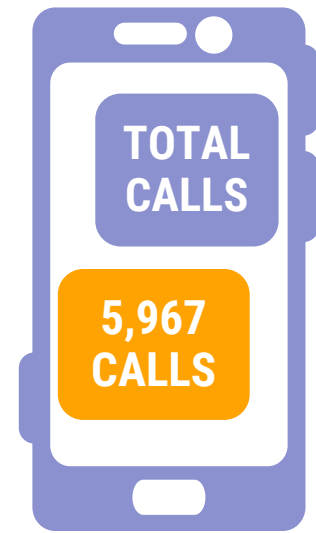
Please take time to learn more about how United Way is making our community a better place to live and consider joining me and many other employees who pledge a gift.

Sincerely,
{CEO'S NAME}

2-1-1 ANNUAL REPORT

2019-2020

2-1-1 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

 2,008
FOOD SECURITY

 1,560
TEMPORARY FINANCIAL
ASSISTANCE

 710
HOUSING

 357
ORGANIZATIONS &
COMMUNITY SERVICE

 322
MATERIAL
RESOURCES

*Data is from July 1, 2019 - June 30, 2020

WHAT A DOLLAR BUYS

LIVE UNITED

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-



TRANSPORATION TO TREATMENT

Cancer Assocaiton 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

*Data is from July 1, 2019 - June 30, 2020