

# WORKPLACE CAMPAIGNS IMPACTING OUR COMMUNITY

The United Way campaign benefits your employees and strengthens the community—which is good for any business.

We work to advance the common good by focusing on the building blocks for a good life—Education, Health and Self-Sufficiency.

United Way recruits the people and organizations who bring the passion, expertise and resources needed to get things done. We invite you to be a part of the change by giving, advocating and volunteering.

## EXAMPLES OF LOCAL IMPACT TAKING PLACE

**20%**  
of children live  
in poverty.

**27,000**  
free books were given  
to kids before age 5.

**50%**  
of men will be  
diagnosed with  
cancer.

**3,891**  
services provided to  
local cancer patients.

**25%**  
of women will be  
victims of domestic  
or sexual violence.

**4,020**  
nights of shelter were  
provided for victims or  
domestic violence.

## BENEFITS OF RUNNING A UNITED WAY CAMPAIGN

STRONGER COMMUNITY IS A BETTER  
PLACE TO LIVE

RETAIN/ATTRACT QUALITY EMPLOYEES

ECONOMIC IMPACT

CONNECTION WITH COMMUNITY

MEET TARGETED NEEDS

BUILDS TEAM AND STRONG MORALE

LEADERSHIP DEVELOPMENT

SENSE OF PRIDE AND SHARED  
ACCOMPLISHMENT

## BENEFITS OF INVESTING IN UNITED WAY

THE MONEY RAISED HERE STAYS HERE  
PROVIDES AN UMBRELLA OF PROTECTION

ALIGNS RESOURCES WITH OUR  
GREATEST NEEDS

ADMINISTRATIVE COSTS AVERAGE 10%

COMMUNITY VOLUNTEERS DECIDE HOW  
FUNDS ARE ALLOCATED

VISIT OUR WEBSITE TO SEE MORE IMPACTS TAKING PLACE.

**GIVE. ADVOCATE. VOLUNTEER.**  
[www.unitedwaymidland.org](http://www.unitedwaymidland.org)



# WORKPLACE CAMPAIGNS TOOLS FOR YOUR SUCCESS

United Way is here to help you conduct a successful campaign. Your success is our community's success.

## CAMPAIGN STRATEGIES

We will work with you to develop a plan for success from the employee kick-off to the thank you plan.

## CREATIVE TOOLS AND IDEAS

We have a wide array of tools to help inspire your employees and connect them with the impact of their support. This includes videos, posters, pledge forms, presentations, creative campaign ideas and much more.

## STAFF TRAINING

An inspired and trained staff is a recipe for success. We are here with tools and proven tactics to help them succeed.

## VOLUNTEER OPPORTUNITIES

Let us connect your employees directly with the community through individual and group volunteer projects.

## SPEAKER'S BUREAU

We can tailor a presentation from United Way or any of our 26 partner agencies to illustrate the need and work taking place for your employees.

## LEADERSHIP RECOGNITION

Our esteemed Tocqueville Society and Leadership Circle honors generous donors with recognition and special events. The Young Leaders United celebrates philanthropy and volunteerism among emerging leaders in their 20s and 30s.

## TARGETED COMMUNICATION

Your employees will stay connected to the impact of their donation in real ways throughout the year. Regular messaging will allow them to celebrate their role in changing lives.

## PARTNER AGENCIES

2-1-1 Northeast Michigan  
Affordable Housing Alliance  
Arc of Midland  
Arnold Center  
American Red Cross, Great Lakes Bay Chapter  
Big Brothers Big Sisters of the GLBR  
Boy Scouts (Water and Woods Council)  
Camp Fire USA (Midland County Council)  
Camp Neyati (Midland Camping Council)  
Cancer Services  
Disability Network of Mid-Michigan  
Family & Children's Services  
Girl Scouts Heart of Michigan  
Hidden Harvest  
Midland Area Homes  
Midland Community Center  
MidMichigan Home Care  
North Midland Family Center  
Railway Family Center  
Safe & Sound Child Advocacy Center  
Senior Services  
Shelterhouse (CDVSA)  
Success by 6  
Ten Sixteen Recovery Network  
The Salvation Army  
West Midland Family Center

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