UNITED WE WIN.

LIVE UNITED

United Way is committed to the health, education and financial stability of every person in our community.

WHAT IS A UNITED WAY CAMPAIGN?

The United Way workplace campaign unites employees in all offices or branches of a company, and gives them an opportunity to donate, volunteer and speak out for causes that matter to them.

Employees can see the results in their own backyard, even as they're part of a larger mission to affect change.

The workplace campaign is about more than raising money for worthy causes; it also strengthens connections between employees and their community.

WHY PARTNER WITH UNITED WAY?

■ **Doing good is good for business**
Did you know? 89 percent of Americans would switch to a brand that is associated with a good cause* United Way is also the only nonprofit listed in Forbes' top 50 brands!

■ **Employees want to work for organizations that care**
Did you know? 81 percent of Americans say they weigh an organization's contribution to social causes when they choose where to work.*

■ **Build teamwork and morale**
Working together to make Martin County a better place for all builds employee and networking relationships that often transfer to work projects.

■ **United Way saves you time**
Unlike other charities, United Way allows donations to any tax-exempt nonprofit, so one campaign does it all.

■ **Partner with professionals**
United Way professionals have the experience and expertise to support your campaign and your company's philanthropic goals.

* Source: 2017 Cone Communications CSR Study

GIVE EMPLOYEES A CHOICE AND ACCESS TO RESOURCES!

Convenience and choice

Payroll deduction, donations via credit card and online giving allow employees to decide once, give a little each month and make a big difference all year. United Way is the only organization that allows employees full choice on where their gift goes.

Give with confidence

United Way meets the highest level of nonprofit excellence set by charitable watchdog organizations. Programs supported by United Way's Community Impact Fund are carefully selected and monitored as doing the best job of meeting community needs. By leveraging donations with other grants, United Way creates $3 of total impact for every $1 invested.

Connect to services

Whether employees want to volunteer, donate items or need help, United Way is there. The 2-1-1 helpline, free tax preparation and the SingleCare Prescription Discount Card are just a few examples of services we offer.

Feel good

Overwhelmingly, employees give because it "feels good to give back." Be sure to ask about United Way's additional benefits and recognition for giving or volunteering. Of course, every donor is thanked and appreciated!

GET INVOLVED

GIVE

Make a corporate gift

Lead by example. Your corporate gift demonstrates good citizenship and leads the way for employees. Consider matching gifts or volunteer time for a real motivator!

Sponsor an event or the campaign

Your sponsorship dollars reward your company with well-deserved recognition and ensure every dollar donated goes to helping people.

Run a United Way campaign

A United Way campaign makes it easy to give and give back. Don't be surprised if you boost morale and have fun along the way.

ADVOCATE

Link to United Way's website

A link on your website to UnitedWayMartin.org can keep everyone up to date on the issues they care about and the impact their donation makes every day.

Tell employees about 2-1-1 and free income tax preparation

The 2-1-1 helpline is a simple way employees and their families can find services they need. United Way's free income tax preparation site is another source of help for low- and moderate-income families.

VOLUNTEER

Organize a team for Day of Caring

Nothing builds teamwork and pride like a hands-on project. A day of volunteering together can pay dividends all year long.

Share your expertise

Your knowledge, business acumen and concern for community are invaluable assets to United Way. We invite you to participate in the citizen review process.

United Way

United Way of Martin County

www.UnitedWayMartin.org