



WHY UNITED WAY OF CHESTER COUNTY?

United Way fights for the health, education and financial stability of every person in Chester County. Whether you work here or live here, United Way is fighting the fight and scoring big wins. We forge unlikely partnerships. We find new solutions to old problems. We mobilize the best resources. We inspire individuals to join the fight against our most daunting social crises. To live better, we must Live United.

A BENEFIT TO YOUR BUSINESS

Increased Productivity You run and grow your business with employees who each have personal and family challenges that United Way agencies help address so they can focus more of their time and talents on their jobs. Your support helps continue these services.

Connect to Help Our United Way can help your employees in times of crisis or to maintain healthy lives. United Way connects people to services and assistance across the region through our information and referral line. This information is free and available to everyone.

Connect to Volunteerism If you'd like to give the gift of your time and talents, we're here to help you find a meaningful and convenient volunteer experience. Whether you want to volunteer several hours each week, just a few hours each month or on a project with your corporate group, the United Way of Chester County can help you find the right match!

United Way Volunteers Make Us Better You can help at United Way directly as well: you can serve on a Community Investment Team which reviews United Way funded programs and agencies to determine how best to allocate funds; help with the fundraising campaign or serve on other special committees that help make our United Way one of the most effective and efficient in the country.

Connect to Your Community Through United Way's Gifts in Kind Program, companies can contribute surplus goods to help non-profit organizations in our area.

A BENEFIT TO YOUR COMMUNITY

Building Better Communities United Way helps strengthen our community and our people. We raise dollars to invest in programs that offer health and human services to improve the lives of everyone in our community.

Healthy Communities mean Healthy Business When people in the community are happier, healthier and able to find help in a crisis, they are more productive employees.

Wide Impact – Local Focus Your United Way gift stays right here in Chester County and supports a network of nearly 60 programs and services such as child care, youth programs, disease prevention, patient services, help for those living with disabilities, counseling, emergency assistance and more. More than 100,000 people are helped by these services each year.

Quality Agencies – Comprehensive Oversight United Way ensures that your money funds quality programs that address the most important community needs. Our staff works with more than 70 volunteers to review agency budgets, programs and measurement outcomes to ensure that your dollars have the most impact. A local Board of Directors guides the organization and leads its governance.

Healthy County Our county benefits from healthier residents. Your business will prosper in a healthier county. Other businesses will stay here and add employees. Businesses outside our area will invest here if we have a well-educated workforce, attractive and safe neighborhoods, a strong educational system and social services that address and reduce health and human service needs.

SUPPORTING UNITED WAY HELPS YOUR BUSINESS TODAY & TOMORROW

Motivated Employees

Companies that run annual employee campaigns document higher morale and teamwork. Employees learn about services provided by United Way and work together to plan and engage in fun activities to raise money as a company: barbecues, raffles, games, special incentives for givers like jeans day, or parking in an executive parking space.

Run an Employee Campaign

We have a strong community thanks to the hundreds of local companies that offer their employees the opportunity to give back through a workplace campaign. Please give your employees the chance to join in this community-wide effort. Your employees will actually thank you for allowing them to be charitable while benefitting from the convenience of payroll deduction.

Give a Corporate Gift

Our community has a tradition of very strong United Way corporate giving. A corporate gift to United Way demonstrates your organization's commitment to the community.

Give a Leadership Gift

Demonstrate your personal commitment to improving the community through a United Way gift of \$1,000 or more. Leadership givers are eligible for special recognition and incentives.

Hold a Special Event

Many local companies hold special event fundraisers for the United Way. Some ideas include bake sales, candy sales, cookouts, change wars, garage sales and golf tournaments. Contact us for more fundraising ideas.

For more information, contact United Way of Chester County Resource Development staff at 610-429-9400.

United Way of Chester County

495 Thomas Jones Way, Suite 302
Exton, PA 19341
610-429-9400

www.LiveUnitedChesterCounty.org

FREQUENTLY ASKED QUESTIONS

When should our campaign take place?

While campaigns may take place at any time of the year, most happen between early September and November. Most companies try to conduct the campaign when their employee base is the largest.

How long should campaign last?

Most campaigns can be wrapped up in three weeks or less. The goal is to distribute and collect pledge cards after a kickoff, while the United Way message is still fresh in potential contributors' minds.

What can I do to plan a campaign with my busy schedule?

Utilize your United Way Relationship Manager extensively. He or she is there to help you every step of the way. Let them know your limitations and work together to create a plan that will make it easy for you. Recruit a committee, assign tasks and assume a managerial role. Most importantly, start planning early.

How do I run a campaign without making my employees feel pressure to give?

Workplace campaigns make it easy and convenient for employees to give. Use your campaign to educate your employees about giving opportunities, volunteering and services available through United Way supported agencies. Promote your campaign and make it fun with incentives and activities. Remember, giving is a personal choice. You are actually doing your employees a favor by running a campaign because you are giving them the ability to be charitable while having the convenience of using payroll deductions.

Many employees already give to other organizations. Why should I ask them to support United Way?

We understand that you may give to worthy causes in addition to United Way. Consider your United Way gift a "gift to the community," because it supports a network of needed programs and services. Giving to the United Way Community Investment Fund is like investing in a mutual fund. Your gift is strategically allocated where it is needed most and will be used most effectively. Local volunteers decide where the dollars raised by United Way can best be used to solve problems facing our neighborhoods and get results that strengthen our entire community.

My employees don't make much money. How could I ask them to give to United Way?

Generosity is appreciated regardless of the amount of the gift. Giving to United Way maximizes the impact you have on your community. Modest donations add up to major dividends for those in need. For example, \$1 per week (\$52 annually) provides emergency food for a week for a family of four. United Way was built on the collective power of gifts, not on a few people giving a lot.