

WHY HOST A WORKPLACE CAMPAIGN?

LIVE UNITED



COME TOGETHER
CELEBRATING 50 YEARS OF GIVING

The time of year has rolled around and your local United Way needs you to join the United Way of Randolph County for a workplace campaign. But why should you plan a campaign?

It boils down to two words - **LIVE UNITED.**

The next few pages include the answer in the expanded format.

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ANSWERING THE WHY

LIVE UNITED

Running a workplace giving campaign is a great way to engage your employees and co-workers to make an impact in our community. And by partnering with the United Way of Randolph County, you are ensuring that their contribution not only stays in our community, but also will be put to the best use possible.

EVERYONE BENEFITS FROM GIVING.

Beyond the clear benefits of helping those in need and aiding us to develop solutions for long-term change, there are many reasons why a corporate giving campaign is beneficial for your organization.

CORPORATE RECOGNITION

Your support is acknowledged by United Way of Randolph County providing positive exposure for your organization, which can help your marketing, recruitment and retention efforts.

INVEST LOCALLY

The funds we receive are invested locally to create lasting change, the money you and your employees contribute is a direct link to the community, making it a better place to live, work and do business.

EXTREMELY EFFICIENT

Contributions can be deducted directly from employee's payroll.

FOCUS YOUR EFFORTS

Allows employees to give to a single organization that contributes to a variety of causes.

ARE YOU READY TO GO ALREADY?

Check out our website at www.UnitedWayRandolphCounty.org/campaign for a full set of resource materials to make your campaign the best yet. Want to talk through the process? Give Atina a call at the office at 660-263-6588 or on her cell phone at 660-676-5438.

WHO BENEFITS FROM OUR WORKPLACE CAMPAIGN

There are currently 18 programs that count on UWRC for funding. The need for services and funding doesn't stop. 99% of all funds raised stay in Randolph County.

The below programs and agencies offer services to anyone and everyone in Randolph County - from infancy to retirement.

BOY SCOUTS OF GREAT RIVERS COUNCIL

SAFE PASSAGE

CHRISTOS CENTER

SALVATION ARMY MOBERLY SERVICE UNIT

COMMUNITY CHILDCARE LEARNING CENTER

ST. VINCENT DE PAUL

GIRL SCOUTS OF THE MISSOURI HEARTLAND

SENIOR AMERICANS MULTIPURPOSE CENTER

FOOD BANK OF CENTRAL AND NORTHEAST MISSOURI

MID-MO PACKAGING AND PRODUCTIVITY SPECIALIST

MAGIC CITY EXPRESS

2-1-1

MOBERLY HEADSTART

FAMILY WIZE

**PRIMARY CARE CLINIC - RANDOLPH COUNTY HEALTH
DEPARTMENT PROGRAM**

DUAL CREDIT SCHOLARSHIP

RANDOLPH COUNTY 4-H

COATS FOR KIDS

HERE ARE THE FACTS

Supporting United Way of Randolph County is easier than you think.

Here's why:

- We help manage the entire process, from start to finish.
- Campaigns are tailored to your corporate culture.
- We'll help your employees understand the impact their participation makes and why your company supports the community through United Way of Randolph County.
- We provide all the materials you'll need, including posters, brochures and digital support.
- Your organization and employees will receive recognition of your efforts in our community.

A recent study found that eight out of ten people prefer to work for a socially responsible company and think it's important that their companies match their charitable giving. (Source: Cone Research)

More than 50% of millennials were influenced to accept a job based on that company's involvement with causes. (Source: 2014 Millennial Impact Study)

Of the more than \$335 billion in donations made in 2013, 72% came from individual donors – many just like your employees! (Source: Giving USA)

Is your team ready to support United Way? Identify who is your United Way Champion (chairperson). Check out our website at www.UnitedWayRandolphCounty.org/campaign for a full set of resource materials to make your campaign the best yet. Want to talk through the process? Give Atina a call at the office at 660-263-6588 or on her cell phone at 660-676-5438.

Thank you for joining us on the path to **LIVE UNITED.**

