



UNITED WE CAN

BURLINGTON AREA UNITED WAY

WORKPLACE CAMPAIGN RESOURCE GUIDE

THANK YOU FOR YOUR SUPPORT

We cannot emphasize enough the pivotal role that business owners, companies, and employee groups play in the triumphant journey of the Annual United Way Campaign. Your unwavering support is the lifeblood that enables us to address the pressing needs of our local human services and healthcare on a daily basis. Through your continuous dedication, we bring hope and solace to the residents of our cherished area.

Pause for a moment and let the magnitude of this sink in: United Way funded agencies touch the lives of every other person within our expansive 60-mile radius service area, serving over 58,000 local residents. This astounding reach is made possible by the programs fueled by the generosity of United Way dollars. Together, we are molding the Burlington and West Burlington communities into sanctuaries where life flourishes, where toil finds purpose, and where families are nurtured. It is a testament to the profound impact we can create when we stand united.

As this year's Board President, VP of Campaign, and General Campaign Chair, we extend our deepest gratitude to each and every one of you who has chosen to be an integral part of the Workplace Division. Your steadfast support resonates deeply within our souls, and it will touch the lives of many in immeasurable ways. Your kindness is a beacon of hope that illuminates the path towards a brighter future.



Chad Bird
Board President



Meagan Vogel
VP of Campaign



Robert Haines
Campaign Chair

WE NEED YOUR SUPPORT MORE THAN EVER

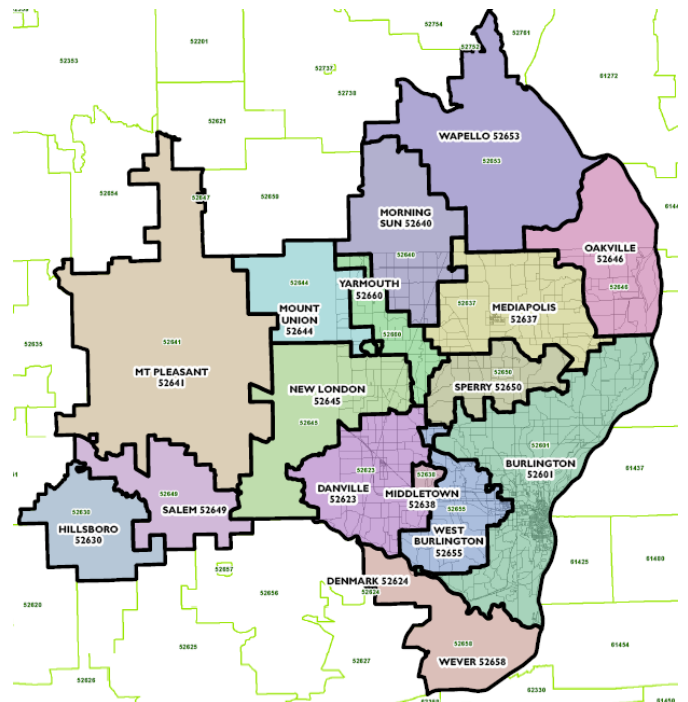


In Southeast Iowa, 40% of households cannot afford basic needs such as housing, child care, food, transportation, health care, and technology. This alarming statistic refers to households defined by United Way as ALICE, which stands for Asset Limited Income Constrained Employed.

The ALICE population represents those of us (men, women, and families) who work hard and earn more than the official Federal Poverty Level, but less than the basic cost of living. You can find these statistics and more for your Southeast Iowa County by visiting our ALICE information page on our website.

The number of children experiencing adverse childhood events is thought to be increasing during the pandemic crisis with more children falling behind in school.

The addiction epidemic has contributed to the already low number of people in Southwest Virginia who participate in the labor force and impacted our economy in Southeast Iowa.



FREQUENTLY ASKED QUESTIONS

WHAT WE'RE UP AGAINST

The economic effects from COVID-19 are immense, particularly for those living paycheck to paycheck. Many families still struggling to recover from recent events are finding their path to financial stability even more challenging. Children, single parent families, and senior citizens are particularly vulnerable.



HEALTH



FINANCIAL
STABILITY



EDUCATION



WHAT IS THE DIFFERENCE IN GIVING TO UNITED WAY VS. ANOTHER CHARITY?

At the Burlington/West Burlington Area United Way, we bring individuals, businesses, nonprofits and government decision makers together to have the tough conversations, mobilize the resources and make the smart investments, so that every person and every family in our community thrives. We bring the community together in a way no single organization can to develop, fund and scale collective solutions that attack our community's most pressing problems at their roots.

IF I DON'T BENEFIT, WHY SHOULD I GIVE?

With your help, we can break the cycle of multi-generational poverty; give all kids an equal chance to learn and succeed; and build strong, healthy communities. You may even have neighbors or family members who are benefiting from United Way initiatives.

HOW MUCH OF MY GIFT IS USED FOR OVERHEAD?

Our administration rate is 7% and the fundraising rate is 12% which totals to only 19%. The Better Business Bureau recommends a healthy nonprofit have a rate less than 35%. The Burlington/West Burlington Area United Way operates at just over half of that rate, running a lean operation focused on efficiency.

WHO RUNS UNITED WAY?

We operate with two full-time staff members and a 24-volunteer Board of Directors made up of residents throughout Southeast Iowa who set policy and strategic direction, oversee financial practices, and provide guidance on operational issues. A panel of 40 volunteer community members works with us each March to determine agency funding allocations.

HOW IS MY LOCAL UNITED WAY RELATED TO UNITED WAY WORLDWIDE AND OTHER UNITED WAYS?

United Way Worldwide does not control funding decisions by local United Ways. Actually, United Way Worldwide has no input on how a local United Way invests contributions in its communities. All local funding decisions are made by the individual United Ways with the input of local leaders and community stakeholders.

IS MY GIFT TAX DEDUCTIBLE?

The Burlington/West Burlington Area United Way is a nonprofit 501 (c)(3) eligible to receive tax deductible gifts. You should discuss the tax deductibility of your gift with a tax professional.

STRATEGIES FOR SUCCESS



YOU RAISE MONEY WHEN YOU ASK FOR IT. REMEMBER, YOU ARE PROVIDING THE OPPORTUNITY TO MAKE A DIFFERENCE AND BE PART OF A GROUP OF PEOPLE COMMITTED TO CHANGING OUR COMMUNITY FOR THE BETTER. DON'T BE AFRAID TO ASK. YOUR FOCUS IS ON PEOPLE HELPING PEOPLE. THE MOST SUCCESSFUL WORKPLACE CAMPAIGNS HAVE THE EARLY AND FULL SUPPORT OF THE COMPANY'S CEO.

SET UP A CAMPAIGN GOAL

- 1** Prior to beginning your campaign, meet with your CEO and other top executives within the organization.
- 2** Establish a timeline and budget with CEO feedback.
- 3** Ask your CEO to send personal correspondence (i.e. letter, email, payroll insert, etc.) to each employee asking for campaign support and contribution. United Way provides customizable templates.
- 4** Arrange for your CEO to speak at your campaign kickoff celebration.
- 5** Make sure every employee is given the opportunity to donate, including employees who are part-time, temporary and travel or work off-site.
- 6** Collect all pledge forms to turn into the United Way office. Thank those who ran the campaign, who volunteered and who gave.



OTHER SUPPORTS

Contact the United Way office at 319.752.7831 to learn how we can:

- o Provide campaign materials, information and support
- o Help you plan and implement your campaign
- o Make presentations in your employee meetings
- o Arrange for an agency speaker

DONATION INSTRUCTIONS



CASH DONATIONS

Employees wishing to make a cash donation will need to fill out a pledge form to hand in with the cash. This donation will need to be taken to the designated campaign leader or HR contact.

If you are having a competition between departments, cash donations could be kept in a donation container placed in each department to be added to payroll deduction totals for that department. Any employee contributing cash, could provide the shift manager with their form when adding money to the container.

CREDIT CARD DONATIONS

Employees that want to make a one-time or reoccurring donation using their credit card, will need to visit our website at bit.ly/UWBurlDonate

PAYROLL DEDUCTION

Using the payroll deduction plan is very effective for a successful in-house United Way Campaign. It is much easier to give a small amount each pay period than to write one annual check. Work with your CEO and Payroll Department to try and arrange for a payroll deduction option for your employees.

OTHER WAYS TO PLEDGE

The United Way has other ways for employees to pledge other than payroll deduct. We can take your pledge/donation thru a direct payment or pledge that can be billed to you directly. We also go thru PayPal Giving Fund, Venmo and on our Facebook page.

No matter which way you pledge, please complete a pledge form and return it to the United Way Office for our records

EMAIL TEMPLATE



Subject: Join Our Mission: Kick-Off the Burlington Area United Way's 99th Campaign!

Dear **[Team]**,

I hope this email finds you all in good health and high spirits! As we embrace a new season, I am excited to share an incredible opportunity that allows us to come together as a united force and make a tangible difference in the lives of those in need.

On behalf of **[our company]**, I am delighted to announce the kick-off of the Burlington Area United Way's 99th Campaign—a campaign that holds the potential to transform our community and create lasting impact. For almost a century, the United Way has been a beacon of hope, empowering individuals, and families to thrive, and this year's campaign promises to be more meaningful than ever before.

The Burlington Area United Way is dedicated to "Give Once, For All," and together, we have witnessed the profound impact of our collective efforts. From the humble beginnings of the Burlington Community Chest in 1925 to the powerful organization we are today, the United Way has funded essential agencies that address the diverse needs of our community.

This year, our goal is to raise the bar even higher and support additional agencies that play a vital role in making our community stronger and more resilient. And this is where you come in—our incredible team of compassionate and caring individuals.

I encourage each and every one of you to consider making a personal pledge to support the Burlington Area United Way's 99th Campaign. Your pledge, no matter the amount, will create a ripple effect of positive change, touching the lives of those facing adversity and empowering them with hope and opportunity.

Our collective contributions will help provide critical resources for those in need, ensuring access to education, healthcare, housing, and other essential services that foster well-being and success.

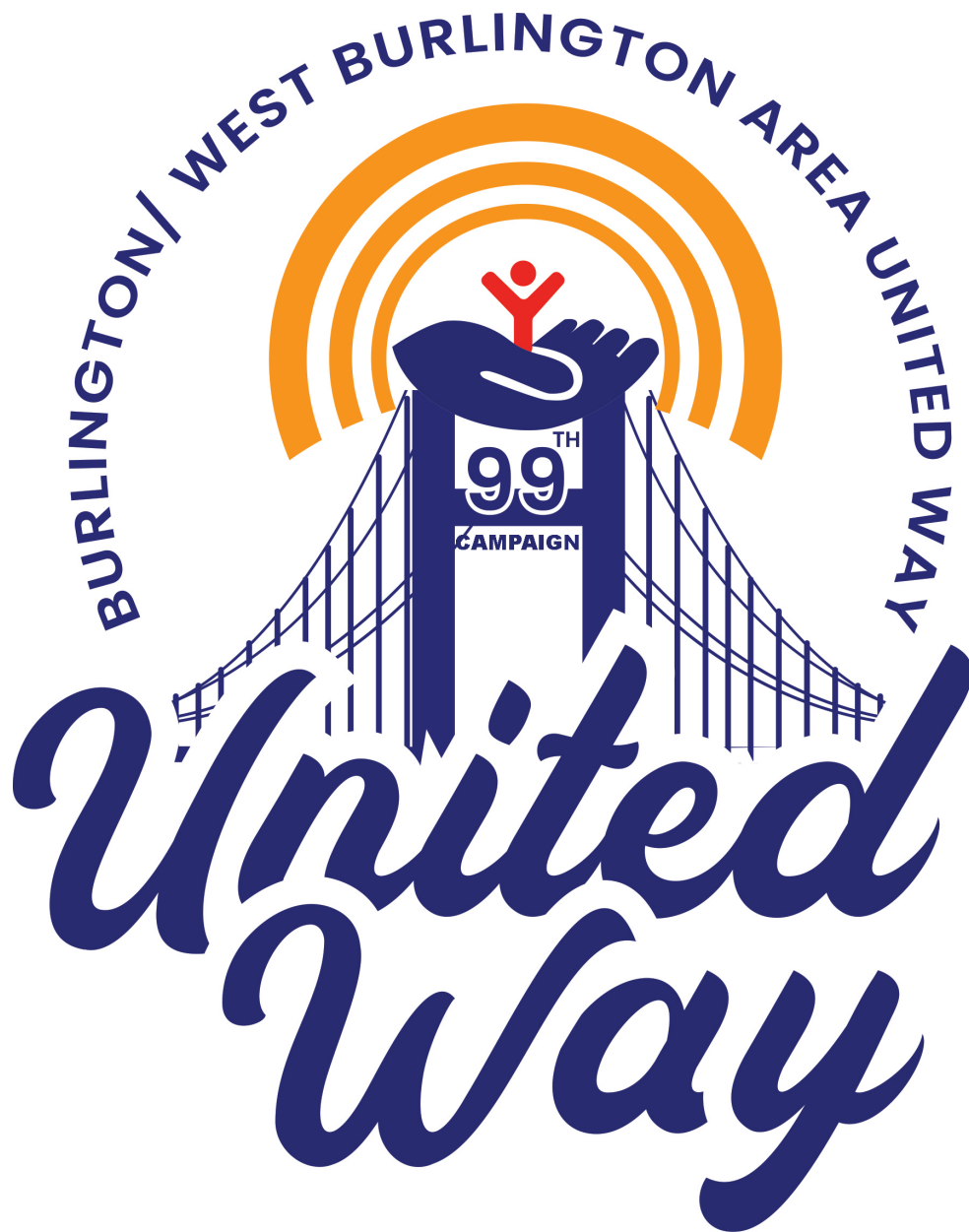
Remember, it is in giving that we receive, and as a company, we have the opportunity to make a profound difference in the lives of our neighbors and fellow community members.

Let us join hands, hearts, and resources to make the Burlington Area United Way's 99th Campaign a resounding success. Together, we are the driving force of positive change, and I am confident that with your support, we can achieve remarkable outcomes for those we serve.

Thank you for your generosity, compassion, and commitment to making the world a better place. Together, we can create a brighter future for all.

With gratitude and anticipation,

[Your Name], [Company Name]



THANK YOU
For Taking Time
For Listening
And MOST of all ... for Helping

712 N 3rd St. Ste 218
Burlington, IA 52601
www.burlingtoniaunitedway.org
office@burlingtoniaunitedway.org
319.752.7831