Your United Way Representative

is happy to help you!

Contact Information: ________________________________

WELCOME!

Your volunteer efforts through the next few weeks of your workplace campaign will directly affect thousands of people who need help right here in our community. Thank you for your commitment to making change; we simply couldn’t do it without you.

This year we are focusing on the great things that happen when people Live United. We are well on our way toward being a healthier, happier community, all because United Way is focused on fundamental change, not charity. United Way brings together people with the passion, expertise and resources needed to get these jobs done.

Through the donations you are helping to secure for United Way, and specifically for our Community Action Fund, you are helping children and youth achieve their potential, promoting financial stability and independence, and improving people’s health and wellness. United Way uses your co-workers’ gifts - combined with the gifts of thousands of others - to fund programs according to what our community needs now. Then together we can create a more powerful chunk of change for Bristol, Burlington, Plainville and Plymouth/Terryville.

Please know how much we appreciate your support. Your efforts this year, combined with those of many others who will be coordinating campaigns in their own workplaces, will help ensure that our community thrives. United Way staff is available and ready to help you make this year’s campaign a great success. On behalf of the United Way of West Central Connecticut’s Board of Directors, staff and volunteers - thank you!

Donna Osuch
President & CPO
United Way of West Central Connecticut
UNITED WAY’S VISION & MISSION

Vision - To advance the common good by creating lasting changes to improve lives in our communities.

Mission - We will unite our communities to create opportunities for a better life for all by focusing on education, income and health.

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

» Enlist the support of your CEO.
» Recruit a campaign team to assist you.
» Attend United Way training or meet one-on-one with United Way staff.
» Develop strategies and set a goal based on last year’s effort and this year’s workplace environment.
» Hold employee group meetings (see agenda below). Use the meetings and other communications as a way to educate colleagues about United Way.
» Use incentives to encourage giving. Hold fun special events that build enthusiasm. Consider volunteering as a team-building project.
» Visit our website often to gather ideas and find resources available to you.
» Promote the campaign using tools available through United Way including posters, sample emails, guest speakers, and endorsement letters.
» Run a special solicitation for those who are, or have the potential to be, leadership givers (those who contribute $1,000 or more annually).
» Wrap up your campaign and report results—within your company or organization and to United Way.
» Say “thank you” to those who contributed to the campaign and anyone who helped coordinate it. Send letters signed by the CEO; hang thank you posters; write thank you notes; and post a message on your company’s intranet or send an email.
» Implement a new hires program if you don’t have one already. Consider adding a component about United Way into your new employee orientation.

THE 20-MINUTE GROUP MEETING

SAMPLE AGENDA:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRESENTER</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening remarks</td>
<td>Employee Coordinator</td>
<td>3 mins.</td>
</tr>
<tr>
<td>CEO Endorsement</td>
<td>CEO/President</td>
<td>2 min.</td>
</tr>
<tr>
<td>LIVE UNITED Presentation &amp; Campaign Video</td>
<td>United Way representative/Loaned Executive</td>
<td>10 mins.</td>
</tr>
<tr>
<td>Ask for the Gift</td>
<td>Employee Coordinator/United Way representative</td>
<td>3 mins.</td>
</tr>
<tr>
<td>Closing comments</td>
<td>Employee Coordinator</td>
<td>2 min.</td>
</tr>
</tbody>
</table>

SAY THANK YOU!
WHAT YOUR COLLEAGUES MIGHT ASK YOU

Who benefits from my gift to the Community Action Fund?

Your gift to the Community Action Fund helps everyone in our community - from babies and toddlers, to students from K-12, to people with disabilities, to families facing crisis, to our seniors. Every penny given to the Community Action Fund goes directly to help people in Bristol, Burlington, Plainville and Plymouth/Terryville.

Who decides how dollars to the Community Action Fund are invested?

Local volunteers - who comprise United Way’s Allocation Committee - work alongside United Way’s professional staff to help ensure your gift to the Community Action Fund does the most good to help the most people.

How else can I learn more about United Way’s work in our community?

You can visit our website [www.uwwestcentralct.org](http://www.uwwestcentralct.org), which has valuable information about our work in the community, along with our financial statements, recent publications (including our Annual Report), and local volunteer opportunities.

Does United Way charge administrative fees on my donation?

100% of donations to United Way’s Community Action Fund go to help people right here in our community. To cover the cost of processing designated gifts, a fee of 10% of the amount of the designated gift (up to $100), will be deducted from each gift before it is forwarded to the organization of choice. (No fees deducted for designated gifts to our Community Partners, p. 6.)

How can I make the most change in my community?

When you give a leadership gift - an annual contribution of $1000 or more - to United Way, you join many other like-minded individuals in our community who come together to make significant change for those in need. For more information on our leadership giving group, the New Cambridge Society, please contact Kimberly Carmelich at (860) 582-9559.

THE CASE FOR GIVING TO UNITED WAY’S COMMUNITY ACTION FUND

A MORE POWERFUL CHUNK OF CHANGE

Great things are rarely accomplished alone. When a marathon runner crosses the finish line, she thanks her coach and her supporters who helped her train. When a student proudly walks across the stage in his cap and gown to receive his diploma, he smiles back at his family and teachers who helped him get to that incredible moment. It’s no surprise that when people band together around a common goal, great things happen.

When we look around at our community, we can see that some things need to change: poverty, childhood obesity, illiteracy, and the achievement gap (to name just a few). Changing these things hardly seems surmountable on our own, as individuals. But the truth is, change starts here. It starts with you. As with the marathon runner or the high school graduate, great change can happen when we come together and support a common cause; when we find a way to address the most important challenges facing our community.

And the way for us to do that is through the United Way Community Action Fund.

The Community Action Fund supports programs according to what our community needs now, like helping children and youth achieve their potential, promoting financial stability and independence, and improving people’s health and wellness. When you support the Community Action Fund, your dollars – combined with the gifts of thousands of others – create a powerful chunk of change for our community.
SHORT EMAIL BLAST (CAN BE USED AS A REMINDER TO PLEDGE):

We think every child should have a good education. Every citizen should feel financially stable. Every community should be healthy and strong. And United Way feels the same way.

United Way goes beyond temporary fixes to create lasting change that lifts up entire communities around the world. By bringing people and organizations together around innovative solutions, they impact millions of lives.

In our community, United Way is working with individuals, volunteers, contributors, and local charities to answer the questions:

**What does this place need?**

When you think about what your local community needs, do you believe all children need to succeed in school? Do you believe all families need to get on solid financial ground? Do you believe everyone needs to live healthier lives? If so, we invite you to join with us and support United Way, and have a hand in creating long-lasting solutions that benefit everyone.

**What this place needs is YOU! We are asking you to make an investment in United Way. They need your generosity, support, influence and help - because that's what it takes to Live United!**

LONGER EMAIL “ASK” (SHOULD BE SENT OUT AT THE BEGINNING OF THE CAMPAIGN):

Dear friends,

Last year, we had to turn down half of the $875,000 in requests that were made to us from local non-profits and community partners. The programs at these organizations benefit everyone in the community through their impact on Education, Income and Health - the building blocks of a good life. These programs, like the preschool that helps to prepare children for kindergarten, the food delivery service for homebound seniors, and the health program for cancer survivors, touch the lives of our families, friends and neighbors.

Thankfully, due to your support, we were still able to invest in important programs and initiatives that help strengthen our community and create positive change. These programs helped to benefit many individuals in our community, including the thirty-five percent of households who are on a financial tightrope. These are families living in poverty, along with many hard-working families who are struggling to earn enough pay to make ends meet. We’re calling this often-overlooked population ALICE - a United Way acronym for Asset Limited, Income Constrained, and Employed.

We all know ALICE. ALICE works and pays taxes like the rest of us. ALICE represents the men and women of all ages and races who get up each day to go to work, but who aren’t sure if they’ll be able to put dinner on the table each night. They are our childcare workers, our mechanics, our home health aides, security workers, store clerks and office assistants - all workers we cannot live without. Despite the importance of their work, it is a struggle for them to support their families on what these jobs typically pay.

ALICE’s financial hardships affect the overall social and economic viability of our communities. On the other hand, when ALICE households thrive, our communities and our economy are stronger.

With your help, we can create positive changes for our friends, neighbors and co-workers. Your investment can help advance the Education, Income and Health of everyone in Bristol, Burlington, Plainville, Plymouth and Terryville. Please give today!

Sincerely,

Donna Osuch, President & CPO
Helping children and youth achieve their potential

**UNITED WAY INITIATIVES:**

- **Born Learning** - Early childhood campaign promoting “everyday moments as teaching moments”
- **Early Childhood Initiatives** - Initiatives that ensure children enter kindergarten ready to learn
- **Kids In The Middle** - Provides middle school students with meaningful experiences to help them transition from childhood to young adulthood and connect them with caring adults in the community
- **Youth Board** - Regional leadership and service program for high school students

Promoting financial stability and independence

**UNITED WAY INITIATIVES:**

- **Adopt-A-Child Program** - Back to school program that provides a backpack, school supplies and first day of school outfit for local children
- **Bristol Task Force to End Family Homelessness** - Mobilizes community partners and volunteers to respond to and prevent homelessness
- **Financial Coaching** - Participants work one-on-one with Volunteer Financial Coaches, learning to create and stick to a budget, increase income, decrease expenses, reduce debt and build savings
- **Financial Education Classes** - Free classes on financial topics such as credit repair, financial recovery, creating budgets and learning to save
- **Joy of Sharing Holiday Program** - Holiday food and gifts for struggling families
- **Volunteer Income Tax Assistance (VITA)** - Free tax preparation for low and moderate income families

Improving people’s health and wellness

**UNITED WAY INITIATIVES:**

- **2-1-1** - A free and confidential way to locate hundreds of services available in our community. 24 hours a day. 365 days a year.
- **Community Health & Fitness** - We partner with other local organizations to support and promote health and wellness for individuals of all ages
- **FamilyWize Prescription Program** - Through local pharmacies, we distribute discount cards to help families better afford prescription costs
- **Senior Initiative** - The West Central Connecticut TRIAD brings together law enforcement, older volunteers and community professionals to improve the health and safety of older adults and reduce the fear of crime
- **Stand Strong Live Long** - Fall-prevention seminars and fitness classes focused on improving balance and overall wellness of older adults
**OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:**

1) Families are actively engaged with their children in programs, activities and/or experiences.

2) Children are prepared for success in kindergarten.

3) Youth demonstrate age-appropriate social, emotional and cognitive skills.

4) Youth become engaged in their community through increased volunteerism.

**FUNDED COMMUNITY PARTNERS:**

- Bristol Boys & Girls Club
- Bristol Adult Resource Center
- Bristol Family Resource Center
- Bristol Preschool Child Care Center
- CT Rivers Council - Boy Scouts of America
- Girl Scouts of Connecticut
- Nutmeg Big Brothers/Big Sisters
- Plainville Early Learning Center
- Plymouth Family Resource Center

**OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:**

1) Adults improve/develop life skills necessary for self-sufficiency.

2) Families and individuals work toward self-sufficiency by meeting basic needs.

**FUNDED COMMUNITY PARTNERS:**

- Bristol Adult Resource Center
- Bristol Community Organization
- Connecticut Legal Services
- Plymouth Community Food Pantry
- Salvation Army
- St. Vincent DePaul Mission of Bristol
- United Way of Connecticut 2-1-1

**OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:**

1) People in physical or emotional distress access timely services resulting in improvement in functioning.

2) Older, isolated adults access services to increase their connection to their communities.

**FUNDED COMMUNITY PARTNERS:**

- Bristol Community Organization
- Bristol Hospital - The Parent and Child Center
- Catholic Charities
- Community Mental Health Affiliates (CMHA)
- PARC, Inc. Plainville
- Prudence Crandall Center
- Wheeler Clinic
- Wheeler Regional YMCA
CAMPAIGN TOOLS YOU CAN USE

As the Employee Campaign Manager (ECM) for your company’s workplace campaign, you are helping lead the charge in asking people to make a change in our community by giving to United Way. To support your efforts, we have developed these campaign materials and resources for you to use:

CAMPAIGN BROCHURE
United Way’s new Campaign Brochure for 2016 “What This Place Needs Is You” shows ways that everyone can get involved in making our world a better place. It also highlights a growing population that needs our help - ALICE (Asset Limited, Income Constrained, Employed). Please make sure that each employee receives one of these.

CAMPAIGN POSTERS
United Way has four new Campaign Posters for 2016 that focus on our work and showcase local people doing great things when they Live United. All four are perfect for hanging in the office lobby or break room!
PLEDGE FORM
Giving should be easy. That’s why we’ve kept our Pledge Form the same the last few years. Flip the page to take a closer look and see the areas we want you to focus on.

NEW CAMPAIGN PRESENTATION
Our new presentation is an inspiring way to get your co-workers engaged in our work. There are three short videos (one for each of our “Building Blocks”: Education, Income and Health), along with an interactive game to play. See pages 11-12 of this guide for more information on this new tool.

“WHERE THE MONEY GOES” Flyer
This new flyer created last year shows how a donation gets used by following one child from birth to graduation. Please consider sharing this flyer at some point during campaign season with your fellow employees!

OTHER HELPFUL TOOLS
Visit us online at our website www.uwwestcentralct.org for more resources like:
• United Way Logos
• Corporate Pledge Card
• Company Campaign Report Envelope
• Campaign Themes & Events
• Investment Reports
• Annual Report
• Financials
• Policies
• Information on our Funded Partners
• Upcoming Event Information
• Photo Gallery!
I am a Loyal Contributor and I have been donating to United Way for _____ years.

My gift, either alone or in combination with my spouse/partner, totals $1,000 or more:

Spouse/Partner Name: ____________________________     Spouse/Partner Company: __________________________________

I would like to get involved with United Way’s governance.

I would like more information on the Young Professionals for United Way (for those who are 21 to 35 years-old).

I would like to remember United Way of West Central Connecticut in my estate plans.

Signature

PLEASE SELECT ONE OF THE FOLLOWING PAYMENT OPTIONS:

- EASY PAYROLL DEDUCTION
  - My total annual gift
    - AMOUNT $
  - I want to contribute the following each pay period:
    - $20 □ $10 □ $7 □ $5
    - $3 □ $2 □ Other ________
  - I am paid (times per year):
    - Weekly (52) □ Biweekly (26)
    - Twice a month (24) □ Monthly (12)
    - Other ________

- ONE TIME GIFT
  - AMOUNT $
  - Direct gift to be paid by:
    - □ Cash
    - □ Personal Check (please enclose)
    - □ Check # __________
  - DIRECT BILL (minimum of $100)
    - AMOUNT $
    - Please complete the top portion with your home address. You will be billed on a quarterly basis beginning in January.

- CREDIT CARD (minimum of $100)
  - Please check one:
    - □ MasterCard  □ Visa  □ American Express  □ Discover
  - Credit Card #: _________________________________________
  - Expiration Date ______________

* A cost-recovery fee will be charged to process each designated gift to organizations not funded by United Way of West Central Connecticut.

PLEASE CHOOSE HOW YOU WANT TO INVEST IN YOUR COMMUNITY:

  - I Live United by allowing local, knowledgeable volunteers to invest my contribution where it’s needed most and will do the most good.
  - AMOUNT $

- EDUCATION
  - Helping children and youth achieve their potential through education
  - AMOUNT $
  - □ I would like to receive acknowledgement of my investment in United Way.
  - □ I would like my investment to remain anonymous.

- INCOME
  - Promoting financial stability and independence
  - AMOUNT $

- HEALTH
  - Improving people’s health and wellness
  - AMOUNT $

If someone feels strongly about one area of our work, they can direct all of their donation to that particular Building Block.

Encourage your co-workers to fill out this area to receive more information from United Way and be invited to special events.

Signature

Please check the accuracy of all your entries.
Thank you for investing in United Way.

United Way of West Central Connecticut
200 Main Street, Bristol, CT 06010  (P) 860-582-9559
Website: www.uwwestcentralct.org

White: United Way copy
Yellow: Employer copy
Pink: Donor copy
GIFT CALCULATOR

Below is a new at-a-glance tool that can help you and your co-workers quickly determine how much their weekly, bi-weekly, semi-monthly, monthly or quarterly gift to the Community Action Fund will yield. Feel free to share this with your co-workers today:

<table>
<thead>
<tr>
<th>If you pledge this amount</th>
<th>Weekly (52 times/year)</th>
<th>Bi-Weekly (26 times/year)</th>
<th>Semi-Monthly (24 times/year)</th>
<th>Other (20 times/year)</th>
<th>Monthly (12 times/year)</th>
<th>Quarterly (4 times/year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$1.92</td>
<td>$3.85</td>
<td>$4.17</td>
<td>$5.00</td>
<td>$8.33</td>
<td>$25.00</td>
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<td>$250</td>
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<td>$1,000</td>
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<td>$38.46</td>
<td>$41.67</td>
<td>$50.00</td>
<td>$83.33</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

COST-RECOVERY FEES FOR PROCESSING DESIGNATED GIFTS

Here are answers to some of the questions that donors and campaign organizers might have about the cost-recovery fee for designated gifts:

**Why is a cost-recovery fee being assessed?**
Unfortunately, it is not possible for United Way to assume the cost of processing designated gifts to organizations that are not affiliated with our United Way. We do not charge a fee for gifts made to our own Community Partners (which are listed on page 6).

**Why does it cost more to process a designated gift?**
There are numerous additional steps that are required to accept and process a designated gift than an unrestricted gift made to United Way’s Community Action Fund.

**What is the cost-recovery fee?**
10% of the designated gift, up to $100.

**If I don’t designate my gift, will my gift to the Community Action Fund or one of United Way’s three Building Blocks (Education, Income or Health) still be subject to the cost-recovery fee?**
No. The cost-recovery fee is applicable only to gifts that are designated to organizations not funded by United Way of West Central Connecticut.
WHAT THIS PLACE NEEDS IS...YOU:
ENGAGE YOUR CO-WORKERS WITH OUR NEW CAMPAIGN PRESENTATION

DIRECTIONS
Campaign 2016 Presentation

Welcome everyone, introduce yourself, and explain that you are representing the United Way of West Central Connecticut, which serves the communities of Bristol, Burlington, Plainville and Plymouth/Terryville.

I’m here to say thank you! Thank you for your past gifts, (thank you for volunteering on Day of Caring, thank you for donating to our AAC/toy drive), thank you for letting me speak with you today.

When you give to United Way, you are making a difference right here in Bristol, Burlington, Plainville and Plymouth. Some people think that the money we raise gets sent off to some big United Way money pit somewhere else. It isn’t. All the funds that are raised in our four towns, go back to our four towns. We are governed by a local board of directors — comprised of people who live and work in our communities — and they decide how the money is spent. When you give to United Way, you’re giving to the 31 programs at 24 local non-profits and 12 in-house initiatives that we fund. You’re giving to your neighbors in need.

United Way of West Central Connecticut brings people and organizations to the table to answer the question: What does this place need? We can accomplish more together than any of us can do on our own. Employers, nonprofits, government, faith organizations, educators, labor, health providers, community leaders, youth and many others partner with United Way. Together, we tackle some of our communities’ toughest issues. We’re after solutions that create real change. It’s not simple, or easy. But we’re making progress and seeing results. Together we make a difference:

The programs your donations support benefit everyone in the community through their impact on Education, Income and Health — the building blocks of a good life. These programs (like the preschool that helps to prepare children for kindergarten, the food delivery service for homebound seniors, and the health program for cancer survivors) touch the lives of our families, friends and neighbors.

- Interactive Activity:
In fact, you’re going to see firsthand how our programs and initiatives touch your lives. We are going to play a game… LIVE UNITED BINGO! Everyone should have a BINGO card and something to write with. If you need a pencil, please raise your hand. I am going to read off scenarios, and if the scenario resonates with you or someone you know in your life — son, grandmother, coworker, neighbor, etc. — place an X in that square. Call out BINGO when you’ve checked off a row, column, diagonal line, 4 corners — you know how to play!

Read scenarios.

Were you surprised by how many programs have an impact on you directly or indirectly?
We are so incredibly grateful for your contributions. Last year, your company gave _______ to United Way, and we are so appreciative. Thankfully due to the support of local donors like yourselves, we are able to invest in many of these important programs and initiatives that help strengthen our community and create positive change.

We are going to end our presentation by showing you a commercial – a brief look at some of the ways that your funds were used last year by our in-house initiatives, specifically,

Our Youth Board and Kids in the Middle initiatives:
Our Volunteer Income Tax Assistance program:
Our Stand Strong, Live Long program:

- Play Video

That was just a highlight of one of our in-house initiatives. We have multiple initiatives focused on Education, Income, and Health. We are asking you to make an investment in United Way. We need your generosity, support, influence and help – because what this place needs is... YOU! Thank you!

These are all ways that people can Live United – to help make the place they live better – for themselves and their families and neighbors.

Remember, what this place needs is YOU!
When you give to United Way, you are giving to these wonderful programs and initiatives that are truly making a difference right here in Bristol, Burlington, Plainville, Plymouth and Terryville.

*If short on time, omit the Interactive Activity and go straight to the video.*

CAMPAIGN VIDEO

Please use one of these videos in conjunction with the presentation

This year we have a DVD with three 1-minute videos highlighting Education (Youth Board and Kids in the Middle), Income (VITA) or Health (Stand Strong Live Long). Choose the video you think the company will prefer.

Link to YouTube videos:

Education - Youth Board & Kids in the Middle - https://www.youtube.com/watch?v=T35YnX7I5S8
Income - VITA - https://www.youtube.com/watch?v=Xd_BcC6gucE
Health - Stand Strong Live Long - https://www.youtube.com/watch?v=783_PPHsENc