



Dear Local Business Owner:

As a community-minded leader, you've likely received and considered numerous requests to support your neighbors. With a growing number of families seeking assistance weekly from local food pantries, daily care needs for physically and mentally-challenged children, or disaster relief support for fire victims, it can be tough to decide who to support. We can help you, your business and your employees be a part of meeting our community's needs *one day, and one dollar at a time*. How? By joining our **LIVE UNITED 365 Small Business Circle**.

Through the LIVE UNITED 365 Small Business Circle, your company partners with other small businesses to support the United Way of Gloucester County and improve the lives of our neighbors. By giving at least \$365 or \$1 a day, you support 30 local non-profit organizations, investing in 35 programs and initiatives in Gloucester County that cover all of these worthy causes and many more.

Please take a moment to review the enclosed brochure to learn more about the **LIVE UNITED 365 Small Business Circle** and see how your United Way of Gloucester County meets basic needs, while strengthening education, financial stability, and health initiatives. Last year alone, over 75,000 local residents – your neighbors, friends, customers and coworkers – benefitted from United Way of Gloucester County donations.

Now, the United Way of Gloucester County makes giving back even more rewarding for your company. By joining our LIVE UNITED 365 Small Business Circle and giving at least \$365 on behalf of your company, **your business receives a benefits package that includes free advertising and exposure to over 150 local businesses... all for just \$1 a day!** Through your membership, you'll not only increase the visibility of your business, you'll also align your company with the strong "LIVE UNITED" brand, known as one of the top 10 most recognizable nonprofit brands in the world. Your single contribution also provides you access to network at our United Way of Gloucester County donor recognition events. At the same time, your tax-deductible gift combines with other Small Business Circle contributors to make an even bigger impact on the quality of life of our neighbors.

We hope you will consider joining other small businesses to help **Build Better Lives in Gloucester County**. Please complete and return the enclosed commitment form. If you have any questions about the program, please don't hesitate to contact us. Thank you for your generosity and commitment to our community,

A handwritten signature in blue ink, appearing to read "Emidio".

Emidio "Mid" Mariani  
2017 Volunteer Campaign Chair  
United Way of Gloucester County

**Can you afford \$1.00 a day? Become a 365 Small Business Circle Member.**

The United Way of Gloucester County brings together people, companies and nonprofits to create positive, sustainable change in our community 365 days of the year. Focusing on education, income and health, we help more children graduate and get stable jobs, help families become financially stable and improve the overall health of our community. When our community succeeds, our local businesses succeed. Become a 365 Small Business Circle Member and make an investment that matches your community spirit with your bottom line.



**"As the United Way of Gloucester County does an outstanding job touching those in need in our community, we've proudly supported this organization over the years through giving and volunteerism. We're happy to be able to extend this support through our family business. The 365 Small Business Circle is also a perfect way for us engage our staff in helping improve the lives of our neighbors." --Steven Riggs, Principal**



Facebook.com/UWGC



United Way of Gloucester County



@UWGCNJ



@UnitedWayGCNJ



**LIVE UNITED**



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[www.uwgcnj.org](http://www.uwgcnj.org)





# GO BEYOND GIVING.

## LIVE UNITED 365 SMALL BUSINESS CIRCLE

For only a dollar a day, or \$365 a year, your business becomes a member of the LIVE UNITED 365 Small Business Circle. United Way of Gloucester County (UWGC) has created an easy, affordable, and effective way for companies with fewer than 35 employees to give back. Being a 365 Small Business Circle member aligns your business with the strong LIVE UNITED brand, recognized as one of the Top 10 most recognizable nonprofit brands in the world. You will receive an exclusive LIVE UNITED 365 Small Business Circle decal to display, and show your customers your commitment to the community.

## WAYS TO INVEST

There are several simple ways to join other area businesses in this collective investment in our community, while increasing your business' visibility and strengthening customer loyalty.

### Business Owner Contribution

- Make an investment that matches your community spirit with your bottom line. Simply write a one-time check or make a pledge now and pay later.

### Business Owner and Employee Investment

- Engage your staff for a business-wide investment. Create employee incentives to give, such as allowing employees to dress in jeans and a LIVE UNITED shirt for a donation. You may also offer to match your employee contributions or include pledge forms in your new-hire paperwork.

### Business Benefit Event

- Create an in-business benefit or promotional event that invites your customers to LIVE UNITED. Donate a percentage of sales or proceeds from a special item purchase. UWGC will work with you to give ideas for these kinds of promotions.

*Your contribution to UWGC, combined with thousands of others, will support a network of local agencies committed to improving the quality of life for all.*

# SOLVE IT TOGETHER.



## MEMBER BENEFITS

Small businesses (fewer than 35 employees) who contribute at least a dollar a day, or \$365 a year, through any investment option enjoy the following benefits designed to visibly promote your community commitment to your current and future customers.

- Small Business Circle Member decal and logo in print and digital formats
- Listing and link on UWGC's website
- Listing in annual report
- Spotlight on Monthly Newsletter
- Customized volunteer opportunities throughout the year tailored to the schedule and values of your business.
- Invitation to Annual Campaign Kick Off Event
- Invitation to Annual Volunteer Recognition Event
- Thank You ad highlighting your membership in local newspaper
- Opportunities for additional networking and philanthropic activities
- Opportunities for social media recognition, spotlighting employees and your corporate partnership

## PROGRAMS & INITIATIVES SPONSORED BY UWGC\*

- AARP free tax preparation for seniors and low-income residents.
- Annual Gloucester County Cares About Hunger Food Drive
- FamilyWize: prescription savings program that offers free discount cards that cover all FDA approved prescription medications
- Pureland Shuttle Transportation Initiative, offering rides for \$1 per trip
- Annual award of mini-grants that are given to local agencies
- Annual toy drive, backpack drive, Women United, VetAbility Program, NJ 2-1-1 Hotline Resource, and many more!

**\*To see a complete list of our grant-funded programs made possible in partnership with over 25 agencies, visit our website at [www.uwgcnj.org](http://www.uwgcnj.org)**

# United Way of Gloucester County

## 365 Small Business Circle Member



# LIVE UNITED

### PLEASE TELL US ABOUT YOUR BUSINESS

Business Name: \_\_\_\_\_ Owner's Name: \_\_\_\_\_

Address (Street, City, State & Zip Code): \_\_\_\_\_

Mailing Address (if different from above): \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Cellphone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### 2. Investment Options

An investment of any amount makes a difference, but invest \$365 and become a **"LIVE UNITED" 365 Small Business Circle Member**.

Make your investment today to ensure you receive all benefits.

You can fulfill your commitment over the next year.

Check all of the ways you would like to participate:

☐ **BUSINESS OWNER'S CONTRIBUTION** of \$ \_\_\_\_\_

☐ **BUSINESS OWNER'S & EMPLOYEE INVESTMENT** - I will invite my employees to join me and hold a workplace giving campaign

☐ **BUSINESS BENEFIT EVENT** - Please contact me to discuss how and when I can arrange a special event to benefit the United Way of Gloucester County.

### 3. PAYMENT OPTIONS:

☐ PAY BY CHECK (made payable to UWGC)

☐ Total Enclosed

☐ Total to be paid on \_\_\_\_\_ (date)

☐ INVOICE ME

☐ Quarterly ☐ Monthly

Starting \_\_\_\_\_ (date)

☐ DEBIT/CREDIT CARD (payment can be made online at [www.uwgcnj.org](http://www.uwgcnj.org))

4. PLEASE SIGN & DATE: \_\_\_\_\_

SIGNATURE

DATE

TOTAL INVESTMENT: \$ \_\_\_\_\_

Thank You!



Visit our website to learn more about how your United Way contribution makes a difference for many people in our community everyday.

[www.uwgcnj.org](http://www.uwgcnj.org)