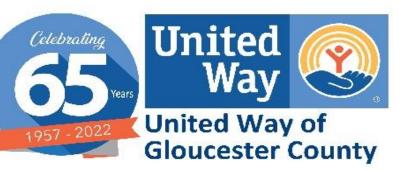
### United Way Campaign 2022 Best Practices





### What is United Way?

- ✓ United Way of Gloucester County was founded in 1957.
- ✓ Comprised of 22 partner agencies whose programs cover 3 "impact areas"…health, education, and financial stability.
- ✓ Programs are reviewed and outcomes measured by a volunteer committee to ensure impact.
- This volunteer committee consists of people from all walks of life in the community brought together by UWGC to collaborate and develop plans for each impact area.
- ✓ Nearly \$93 million has been raised for our partner agencies and designated charitable agencies (per our donors' wishes) since 1957.
- ✓ This year marks our 65<sup>th</sup> Anniversary helping Gloucester County residents in need!!



### PROGRAMS

#### **Women United**

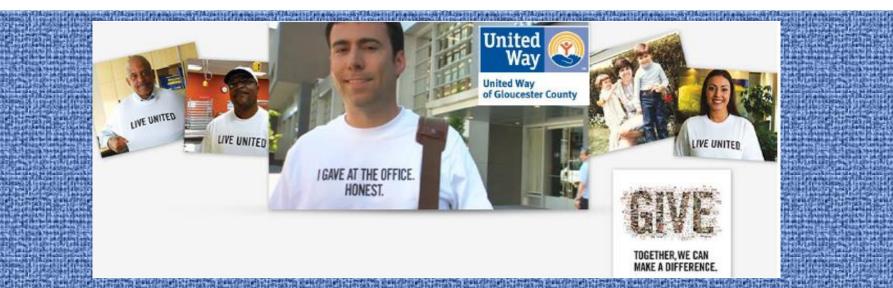
- National program of United Way Worldwide, organized in 2008 locally to provide women in Gloucester County the opportunity to assist others in reaching their fullest potential and empowering women of all ages
- Has funded 36 grants for over \$90,000

#### NJ211

- 24/7 statewide information and referral hotline
- ✤ Helps to identify and connect individuals with providers of needed assistance
- Searchable database of services is available at <u>www.nj211.org</u>

#### AARP Tax Aid

- Free tax assistance program for low, moderate and fixed income households
- Since inception in 2009, the program has saved Gloucester County residents \$4,479.850 in filing fees





#### **Gloucester County Cares About Hunger**

- 17<sup>th</sup> Annual drive was held on Feb. 28, 2022
- More than 30 organizations participated...together we collected over 7,500 pounds of food!
- Pet food was also donated & given to the Gloucester County Animal Shelter
- Co-sponsored by the United Way of Gloucester County, the Gloucester County Board of Commissioners Human Service Advisory Council, and the People for People Foundation

#### **Toys for Tots**

- More than 40 organizations collected enough toys to put smiles on the faces of 40,202 Gloucester County children during the 2021 holiday season
- Operated in conjunction with Semper Fidelis Detachment of Marine Corps League

#### **Coat Drive**

- In conjunction with HFM and Heart of South Jersey
- Coats collected were distributed to more than 20 nonprofits
- Has collected more than 21,000 coats since 2010 (no drive held in 2020 due to the pandemic)

#### **Backpack Drive**

- UWGC partners with Center for Family Services for this drive
- Typically new backpacks filled with school supplies are donated; however for 2020 and 2021, and as a result of the
  pandemic, donors were asked to either contribute new, empty backpacks (not filled with school supplies), or make a
  monetary contribution online to purchase backpacks and school supplies. For 2022, UWGC directed individuals to donate
  backpacks and school supplies to various organizations, including the Center for Family services.





#### SingleCare Prescription Program (formerly FamilyWize)

- Free prescription drug savings card used by uninsured and underinsured
- Acceptable at all national stores where prescriptions are filled
- In 2021, Gloucester County residents saved \$115,940.95
- In first eight months of 2022, residents have saved \$125,312.62

#### **Pureland East-West Community Shuttle**

- Low cost easy access transportation along the Route 322 corridor to Pureland Industrial Park with internal Pureland shuttle
- Connects with ten NJT bus routes
- Cost is \$1 each way with internal shuttle free
- Since inception in 2015 total ridership is 264,179

#### **Born Learning Trail**

- Interactive trail designed to boost school readiness
- Eight trails in Gloucester County ~ Clayton, Woodbury, Mullica Hill, West Deptford, Swedesboro, Woolwich Township, Logan Township, and Glassboro



# Why have a workplace campaign?

- Although many of us would like to help others, giving a substantial amount all at once is not always possible.
- Spreading your donation out over 20, 22, 24, or 26 pay periods (depending on your pay frequency) allows you to make a larger gift without ruining your budget. For example, \$5.00 per pay x 26 pay periods equals a \$130.00 annual gift...a little at a time adds up to so much!

### The minimum donation for each designated gift is \$26.00.

Charities must be certified 501(C)(3) registered charitable organizations in order to receive designated gifts.



### Why give? Where do my contributions go?

- ✓ If you do not designate your gift, it is allocated to 15 local programs within Gloucester County, overseen by our partner agencies. One gift helps many!
- ✓ If you do desire to designate your gift, you may choose any of our Gloucester County partner agencies, or any charity within the United States, providing it is a certified 501(c)(3) registered charitable organization.
- ✓ YOU can be part of the solution
- ✓ YOU have the opportunity to enrich a child's life, feed a hungry family, assist a veteran, combat an illness, keep someone warm, support a wildlife habitat, rescue an animal, or provide someone with shelter.
- ✓ THANK YOU for choosing to give!



### What are the benefits of participation?

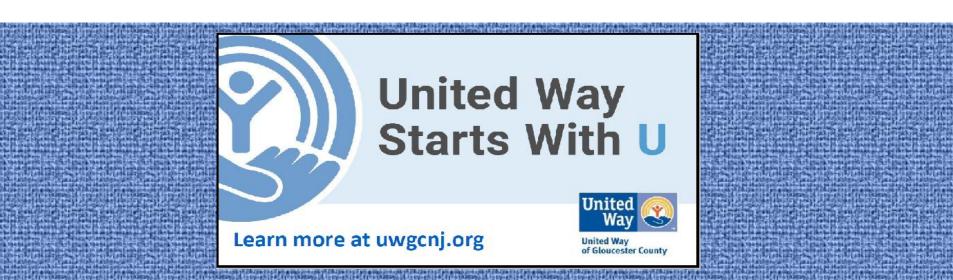
When you contribute to the United Way campaign, you can be confident that:

- ✓ Donating via payroll deduction minimizes administrative costs while maximizing your contribution (12.7% administrative cost)
- ✓ With payroll deduction, you can manage your own philanthropy you know when deductions start and that you can end them at any time
- ✓ You can designate to as many charities as you wish, bearing in mind that each designation must be at least \$26
- ✓ Giving is cost-effective and effortless!



### **GOALS FOR 2022**

- ✓ MAKE THE "ASK" it is typical for people to avoid making a commitment unless they are specifically ASKED and are given enough information to make their decision – the #1 reason people do not give is because they were not asked
- ✓ **INCREASE PARTICIPATION** determine ways to reach out to all employees
- ✓ INCREASE THE CAMPAIGN'S AWARENESS BY INCREASING VISIBILITY share information about the campaign via posters throughout your workplace (contact us for more info about this!), email blasts, texts, and by holding employee group meetings, when possible
- $\checkmark$  Consider New Hire enrollment program
- ✓ Consider Retiree program



### **Important First Steps**

- ✓ Attend ECM Training, typically offered every September
- Review last year's campaign what worked and what you would do differently
- ✓ Establish campaign support from top management
- ✓ Don't do it alone! Recruit a team eager to help
- ✓ Plan for a "campaign window"…how long will your campaign last?
- Develop a fun and exciting plan that includes a campaign kickoff, incentives or other activities, keeping in mind any safety protocols



## A Checklist for a Fun and Successful Campaign



# **ECM Checklist**

- 1. Teamwork! Ask your coworkers to assist you...this will be your "committee".
- 2. Ask senior management if they would publicly support the campaign via email blasts, or thanking those who pledged via email or text.
- 3. Review the prior year's campaign performance & calculate a winning strategy.
- 4. Be the "face" of United Way...hand deliver brochures to your coworkers, put up posters around your workplace announcing the campaign, get creative!
- 5. Run the campaign:
  - ✓ Personalize pledge forms with employee names, if possible
  - ✓ Schedule dates for the campaign to begin and end
  - Ask Donna Murphy, UWGC Campaign Director, to schedule a guest speaker for your kickoff date
  - ✓ Make sure all employees have received UWGC Rack Cards and pledge forms
- 6. Report campaign results to Donna Murphy (see "Wrapping Up the Campaign")
- 7. Report final results in throughout your workplace and thank all who pledged via email blast, text, and/or departmental meeting.
- 8. Don't forget to say THANK YOU to all donors, committee members, and helpers!



# **During the Campaign**

- Emphasize payroll deduction as the preferred method of giving...it's the most cost-effective and easiest way to pledge.
- ✓ "Asks" are more effective if done in person rather than sending an "ask" in an email or leaving a pile of pledge forms in a common area...these are typically ignored. Instead, speak about the campaign at staff meetings either live or virtual, and hand pledge forms to your coworkers personally.
- ✓ Promote and educate! Many people do not realize that pledging just \$3.00 per week (the price of a cup of coffee and a donut) becomes \$156.00 given per year! Make sure all your coworkers know this.
- ✓ Create awareness of the campaign using poster, fliers, and email blasts.
- ✓ Share your campaign results, events, and photos throughout your workplace.
- ✓ Track and report results.



# Wrapping up the Campaign

✓ Make a final request via email for all employees to fill out their pledge forms

- Ensure the pledge forms are filled out completely, signed, and that the math is accurate...say THANK YOU to all those who pledge!
- Collect pledge forms and any cash or checks (most pledges will be payroll deduction), total all the proceeds, collect Thanks for Giving tickets, put everything in an Employee Campaign Envelope, and give to your Loaned Executive or to the Campaign Director, Donna Murphy.
- Develop a formal thank you plan for all volunteers and donors...an email blast along with an invitation to donuts in the breakroom is one idea



### And the most important "Best Practice" of all.... SAY "THANK YOU"!

✓ Send a personal thank you to your campaign team and management.

- ✓ Place Thank-You posters throughout facility (available from UWGC and can be found on our website <u>www.uwgcnj.org/campaign-toolkit/</u> ...please email <u>lcheeseman@uwgcnj.org</u> for more info – all posters can be personalized)
- ✓ Publish a special Thank-You edition of Employee Newsletter.
- ✓ Send Thank-You emails or text messages.
- ✓ Always publicize winners of raffles, prizes, competitions, etc.



### What can your payroll deduction of just \$1 per week (\$52 per year) provide?

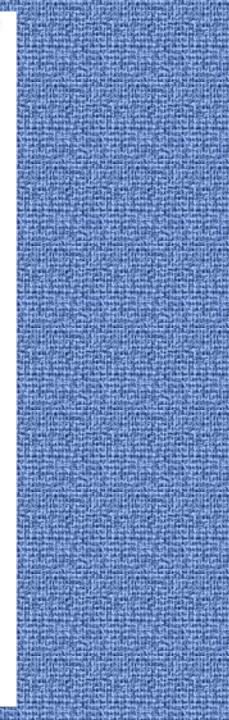




Arc Gloucester Camp Sun 'N Fun funds will provide test kits and chemicals to test the pool all summer.



Samaritan Healthcare & Hospice - funds can cover the expenses associated with conducting a monthly group grief support meeting online or in-person





### What can a payroll deduction of \$2 per week (\$104 per year) provide?

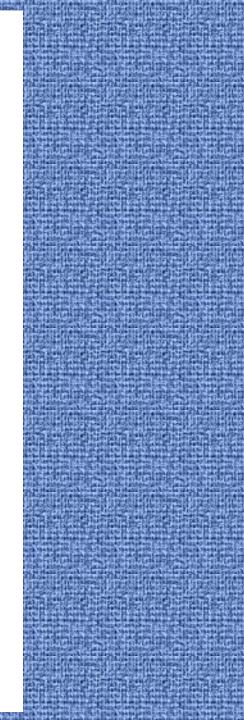




HollyDELL - will purchase a tank of gas so that we can transport our clients to a point of interest, such as Adventure Aquarium in Camden.







#### What can a payroll deduction of \$5 per week (\$260 per year) provide?





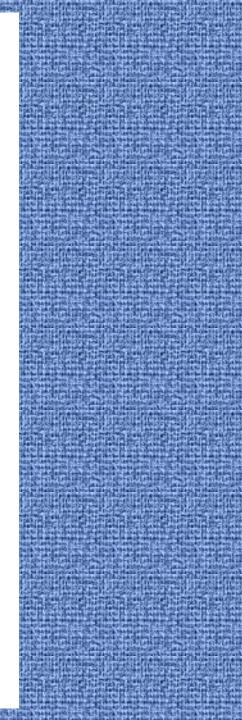
Volunteers of America, Delaware Valley - will fund 5 days of emergency shelter for 1 person, or 1 day of emergency shelter for 5 family members, including case management, 24/7 on-site support, transportation, meal services, and workshop programming.



Volunteer Center of South Jersey - could provide double the materials and supplies for Youth Workforce Development Fellows, which they keep for future use in their career search.



Center for People in Transition - will provide 22 hours of individual career assistance including job search skills, interviewing skills, applying for jobs online, and providing leads to clients.



#### What can a payroll deduction of \$10 per week (\$520 per year) provide?





Boy Scouts of America Garden State Council - will cover one week of Resident Camp for a Boy Scout, a Scout Uniform shirt, pants, and sleeping bag.





Repa bay would pres nut ev

Repauno Preschool Day Care Center would feed 42 foodinsecure preschoolers hot, nutritious meals every day for a month.

### **Pledge Form**

- Fill in complete information for name,  $\checkmark$ address, employer and phone
- PLEASE provide email so we may add you to our monthly newsletter
- Determine manner to contribute  $\checkmark$
- Verify pay periods  $\checkmark$
- **Compute total annual gift**
- PLEASE MAKE SURE TO SIGN FORM FOR  $\checkmark$ **PAYROLL DEDUCTIONS**
- If making a gift via check PLEASE  $\checkmark$ make check payable to UWGC
- Determine how you want to help  $\checkmark$

### This pledge form is in 3 parts:

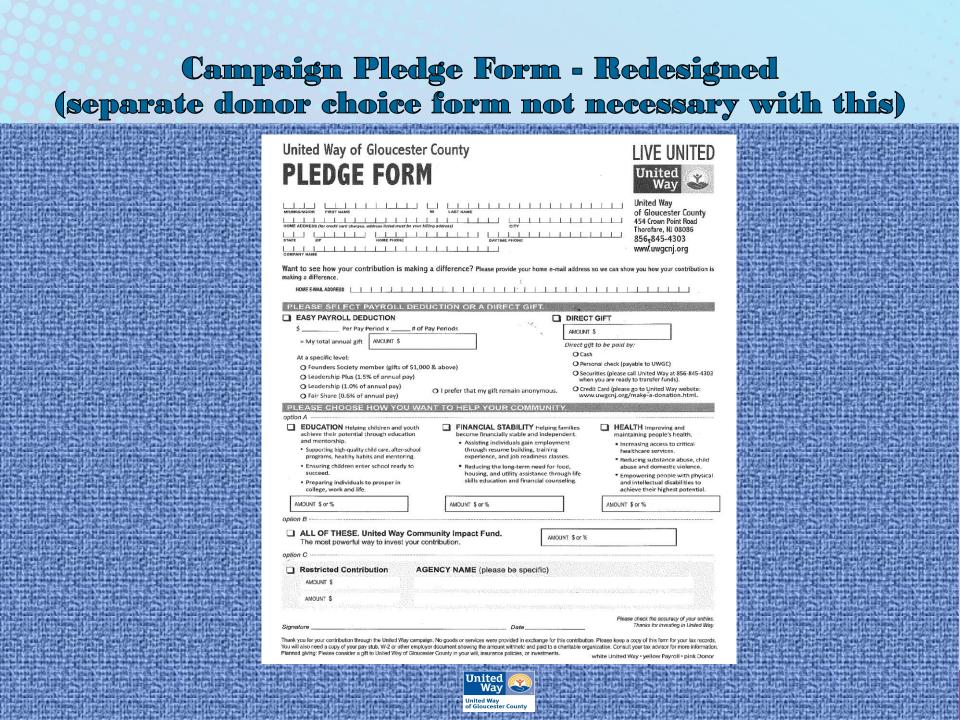
\* 1<sup>st</sup> page = white, United Way copy \* 2<sup>nd</sup> page = yellow, Payroll copy \* 3<sup>rd</sup> page = pink, Donor copy (for tax purposes)

		M.I.	Last Name			
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**Jnited Way** 

of Gloucester County





### **Donor Choice Form**

United Way 354 Crown P	Donor Choice Form United Way of Gloucester County out Road  Thorofare  NJ • 08086 •	(856) 845-4303	Unit W	ed ay
IMPORTANT INSTRUCTIONS: In order to make sure th the questions listed below.	at your designation is processed correctly, plea THEY MUST BE COMPLETED IN FULL. Use	se read the guidelines on a ballpoint pen and press	the back of this form a firmly!	nd answer all
Donor Information First Name	Last Name			M1
Home Address	(street) Email	(city)	(stale)	(zip)
mployer Information Company Name			1999-1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 -	
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Cash or Check (Made payable to United Way)     Signature (required)	a the second sec	<u></u> Da	16	<u>la sete, escatore</u>
esignated Organization Full Name of Organization				
Complete Address	(street)	(state)		(zin)







# Thanks for Giving Program

#### Grand Prize: \$1,000 Travel Voucher

Target	\$100.00	Shoprite	\$100.00
Target	\$100.00	Shoprite	\$100.00
Wal-Mart	\$100.00	Wawa	\$ 50.00
Wal-Mart	\$100.00	Wawa	\$ 50.00
Wawa	\$ 50.00	Wawa	\$ 50.00

A huge thank-you to our sponsors for making the Thanks for Giving Program possible:

> Comcast Edward Jones Franklin Bank GGB LLC Hungerford & Terry Inspira Paulsboro Refining Company Solvay Specialty Polymers

With the "Thanks for Giving" program, the United Way of Gloucester County gives thanks to YOU for your continued support! The United Way of Gloucester County wants to provide our contributors more opportunities and items to win in thanks for your generosity. You will be eligible to win a wide variety of prizes from a \$1,000 travel voucher to assorted gift cards when you contribute at Fair Share and above.

### This year, consider a Leadership or Founders-level contribution and increase your chances of winning!

5 Chances to Win = Founder/Mega Giver (\$1,000+) 4 Chances to Win = Leadership Plus/Super Giver (1.5%) 3 Chances to Win = Leadership/County Leader (1.0%) 2 Chances to Win = Fair Share/County Contributor (0.6%)

Good luck and THANK YOU for your continued support!



United Way of Gloucester County

### Thanks for Giving Raffle Ticket



Thanks for Giving many chances to win

**Travel Voucher** (take the trip of your dreams)

> And other prizes

Thanks for Giving Entry Form: Complete this entry form and return it to Thanks for Giving, c/o United Way of Gloucester County, 454 Crown Point Rd., Thorofare, NJ 08086. Must be received by December 1st. DO NOT SEPARATE FORM.

#### Please complete Level of Support & Personal Information Sections

Organization:

Personal Information

Name: \_\_\_\_\_

Level of Support (check one)

Founders/Mega Givers

Leadership Plus/Super Giver

Leadership/County Leader

Fair Share/County Contributor

Day Phone: Evening:

Home Address:

Official Thanks for Giving Rules and Regulations - No donation required. Prize winners will be picked from all eligible entries at the December UWGC Board of Director's meeting. Odds of winning will be determined by the number of entries received. Winner need not be present to win. Must be at least 18 years of age to participate. Prizes will be awarded to an individual only, organizations do not qualify. United Way reserves the right to validate pledge of winner, if applicable. Employees of United Way and their immediate families are not eligible to participate. If you have not contriubted and wish to enter, or if you have contributed and wish additional chances, for each entry, hand print on a 3x5 card "Thanks for Giving Entry Form Request" and send it with a self-addressed stamped envelope to United Way 454 Crown Point Road, Thorofare, NU 08086. Each such request must be received not later than December 1st and each request must be mailed in a separate envelope. Only one entry form will be issued per request. No mechanical reproductions of the 3x5 card or the entry form are permitted. United Way is not responsible for lost or late entries or mail. No substitute will be made for the prize, and the prize is not redeemable for cash. Winners are solely responsible for any and all applicable state and local taxes and charges due. Winners agree to participate in any promotional/publicity activities held in conjunction with this promotion to include name and photograph in all media, including but not limited to radio, television and print.





#### 2022 FUNDING AWARDS (July 2022 - June 2023)

Agency Name	Total Award	Monthly	0	uarterly
Arc Gloucester - Camp Sun 'N Fun	\$ 30,500	\$ 2,541.67		
Big Brothers Big Sisters - Mentoring	\$ 15,000	\$ 1,250.00		
Boy Scouts Garden State Council - Scouting Positive Impact	\$ 3,500	\$ 291.67		
Center for Family Services, Inc Mother Child Residential	\$ 15,000	\$ 1,250.00		
Center for People in Transition - Steps to a Career	\$ 30,000	\$ 2,500.00		
FamCare - Special Medical Services	\$ 22,500	\$ 1,875.00		
Girl Scouts of Central and Southern New Jersey, Inc Leadership	\$ 13,500	\$ 1,125.00		
Glassboro Child Development Centers - School Age Care Programs	\$ 50,000	\$ 4,166.67		
HollyDELL, Inc Twenty-One Plus	\$ 32,000	\$ 2,666.67		
Literacy New Jersey - Gloucester County Programs	\$ 30,000	\$ 2,500.00		
Maryville - Community Recovery Support Services	\$ 10,000	\$ 833.33		
Repauno PreSchool DCC - Infant & Preschool Childcare	\$ 15,000	\$ 1,250.00		
Samaritan Healthcare & Hospice - Center for Grief Support	\$ 10,000	\$ 833.33		
Volunteers of America - Eleanor Corbett House	\$ 20,000	\$ 1,666.67		
YMCA of Gloucester County - School Age Child Care (SACC)	\$ 15,000	\$ 1,250.00		
Support for NJ 211 Partnership Fee	\$ 7,400		\$	1,850.00
Special Initiative "Live United" Mini Grants*	\$ 22,500			
TOTAL 2022 ALLOCATION FUNDING	\$ 341,900	\$ 26,000.00	\$	1,850.00
*Mini Grants will be awarded in October 2022				





The United Way of Gloucester County is pleased to announce our 65th Anniversary serving the residents of Gloucester County. Established in 1957, 2022 marks our 65th Anniversary. There were 10 original agencies supported by the United Way of Gloucester County:

American Red Cross	Cerebral Palsy Center	Travelers Aid
Arc Gloucester	Girl Scouts	Boy Scouts
Visiting Nurses	Salvation Army	YMCA
Guidance Center		

Since our humble beginnings in Gloucester County, local United Way campaigns have stimulated more than **\$92 million in charitable giving** by county residents. We are the largest and most successful fundraising organization in Gloucester County.

With the funds generated through employee campaigns, United Way supports **22 partner agencies**, including; Abilities Solutions, American Red Cross, Food Bank of South Jersey, Senior Corps, and the YMCA of Gloucester County, to name a few. United Way "Mini-Grants" support organizations such as Emmanuel Cancer Foundation, Boys & Girls Club of Gloucester County and Habitat for Humanity. Live United Mini-Grants are funded by the **365 Small Business Circle Program**, which brings together small businesses to build better lives in Gloucester County. Some of our recent initiatives included: a COVID-19 Relief Fund, Social Justice & Equity Grant, and the Pureland East-West Community Shuttle Program.

The United Way of Gloucester County has a tradition of adapting and responding to specific and changing needs of the community. We believe that we are all connected, independent, and united. When we reach out a hand to one, we can influence the condition of all. That is what it means to **LIVE UNITED**.

Please help support 65 more years of service to Gloucester County!

www.uwgcnj.org/65anniversary (856) 845.4303



#### Did You Know?

United

Celebrating

Approximately 1 in 3 residents are helped by one or more of the programs and initiatives that are supported by the United Way.

The United Way of Gloucester County has always kept our administrative costs at 12.7%, far below the 30% nationally recommended guideline for non profits. That means that your financial support is directly benefiting Gloucester County residents in need.

Our Community Partners focus on: - Education - Financial Stability - Health & Wellness

#### How Can You Help?

Workplace Campaigns: United Way programs make a difference in our community. They work year-round building a brighter future for our children, enriching the lives of our elderly, giving hope to those who are hurting, strengthening families, and so much more.

**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.

Volunteer: United Way volunteers mobilize the caring power of communities to make a meaningful impact.

**Drives:** United Way collects backpacks and school supplies, Toys for Tots, and food to uplift our neighbors in need.

Simply Donate: Individual donors help us to be there for our neighbors today and tomorrow. Whether it's \$10 or \$100, give what you can.

**United Way of Gloucester County** 454 Crown Point Road Thorofare, NJ 08086



### UWGC Brochure for Campaign 2022

Ask your Loaned Executive for an adequate supply of these for all of your coworkers, or call Donna Murphy at 856.845.4303 x180

www.uwgcnj.org/65anniversary (856) 845.4303

### The 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 to their community. 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, plus you'll receive many other member benefits.

#### Current Members of the UWGC 365 Small Business Circle

Aquatic Artists Athlete's Korner Sports Timing Systems BBE Promotions Bellia Proint & Design Best Buds BonBon Parties & Events Botto's Italian Line Restaurant Ciaccia, CPA Cipriani Remodeling Solutions Clear Path by Cindy Columbia Bank Connolly Family Dentistry Death of the Fox Brewing DeSimone Construction Co., LLC Edward Jones / Jim Kelleher® Graham Communications Impressions Unlimited Printing Co., LLC Lamb Realty PPLSI/LegalShield Lisa Carney Retail Agency, LLC Maui Ice Mantua Coin-Op Laundromat Nancy Kowalik Real Estate Group Nichole MCH Photography Pace Promotions PCH Technologies Pop FM 99.9 Power of Positivity Riggs Creative Group, LLC Spartan Digital Solutions Sweetsboro Pastry Shoppe Telecorp, Inc. Tummy Tee, LLC Ciaccia, CPA US Electrical Services Your CBD Store of Gibbstown

# The investment made to UWGC by our 365 Small Business Circle Participants provides funding for a number of Mini-Grants of up to \$1,500 each for programs and agencies to conduct life-changing work in Gloucester County. The following organizations received Mini-Grants for Year 2021:

- Booksmiles books in Spanish featuring characters of diverse backgrounds for their Book Distribution Program.
- Boys and Girls Club of Gloucester County will support the Power Hour homework and tutoring program.
- Clarifi provide 10 one-on-one financial counseling sessions to low-to-moderate income clients in Gloucester County.
- Emmanuel Cancer Foundation gas station and supermarket gift cards for families battling pediatric cancer.
- Greater Woodbury Coop Ministry will purchase fresh meat products to distribute to Glo. Co. residents in need.
- Lighthouse Community Center will buy a commercial refrigerator to store food to make hot meals for needy people.
- **Newfield Terrace Community Action Organization** will expand their programs to include yoga and dance, and provide financial responsibility and career planning workshops to youth of color.
- Partners in Learning will provide studies such as exercise, gardening & literacy to children on the autism spectrum.
- People for People Fdn. will provide support for 6 veterans through their Veteran Rapid Response Program.
- Renaissance Village Youth Ctr. will buy 4 sets of computer components for 25 students for the 2021-22 school year.
- Rutgers Cooperative Extension of Glo. Co., Family & Community Services will support families in Glo. Co. with their Cooking Matters at Home Program, which provides meal kits with fresh ingredients along with virtual cooking lessons to teach and empower families to create healthy, low-cost meals.
- Shadow Equestrian will buy items that support their therapeutic riding instruction program for physically and mentally disabled children.
- South Jersey Dream Center will provide support to their distribution of food, clothing, household and essential baby items to those in need.
- South Jersey Robotics will be used to support their STEMquest Adventure Summer Camp Program.
- Special Events for Special Kids This funding will go toward supplies for SE4SK's Winter Festival, which features games, prizes, character appearances such as Spiderman, Elsa, and more for children with disabilities ages 3-17 to enjoy with their families.
- Viola's Place will support THRIVE, a 6-week program that grants women access to professionals who teach self-care in order to improve their social, mental & emotional health, while also offering education on financial literacy, resume writing & interview prep.
- Volunteer Center of South Jersey will support their Youth Workforce Development Program, which offers training, internships, and employment connections for low-to-moderate income youth who seek to positively change themselves and their community.

**265** LIVE UNITED SMALL BUSINESS CIRCLE

For more information about the 365 Live United Small Business Circle, please contact Donna Murphy at 856.845.4303 x 180, or donnamurphy@uwgcnj.org

### Posters! Call 856.845.4303 x 100 and we can personalize these any way you like!

Here are some examples...more can be found at uwgcnj.org/campaign toolkit



# amazonsmile

Already love Amazon? How about using AmazonSmile! The same great Amazon you love but with .05% of the profits being automatically donated to us!



### United Way of Gloucester County

# THANK YOU

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