

WORKPLACE GIVING

How Important is the Annual Employee Campaign?

The annual Employee Campaign is the backbone of what makes United Way work so well. Being able to give via payroll deduction makes giving easy, effective, and cost-efficient, because instead of giving \$156.00 all at once, for example, you can make it less “painful” by giving just \$3.00 per week. Of course, for those who prefer giving their gift in one lump sum, cash and checks work well, too!

Together, you and United Way are more than fundraisers. We are the hand-raisers. Game-changers. Difference-makers. Problem-solvers. Community Leaders. We tackle problems that others shy away from. As we do each year, we’re mobilizing a workplace campaign force that can inspire others to join the fight against Gloucester County’s most daunting problems. It feels good to be a part of something bigger and joining together to provide solutions. **This is our 65th year serving Gloucester County**, and our method has worked so well for so long because a person’s one gift helps many people in need across a broad spectrum. Multiply this by hundreds of employees across Gloucester County participating in the Employee Campaign, and suddenly it’s achievable to fund child care so that parents can be employed; provide respite care for parents of developmentally and intellectually disabled kids; provide low-income schoolchildren with lunches throughout the summer; offer counseling and career training for someone who has lost their spouse and needs to find a job; fund shelter for women and their children who are escaping abuse; and support so many other programs as well. That’s why so many companies and organizations across Gloucester County hold United Way campaigns every year...because they WORK.

On behalf of the people who will be helped this year, thank you for all your hard work. It takes people like you, who go above and beyond, to make this campaign successful.

We’ll give you everything you need. Just add your imagination and you’re ready to go!

