

A BRIGHT FUTURE FOR EVERY CHILD



**United Way of Whitley &
Kosciusko Counties**

www.uwwk.org



The 2022 Fundraising Handbook

THE NEXT CHAPTER, A DEEPER FOCUS

In 2019, United Way gathered community members and asked, *'How should United Way grow to best serve the community?'* The responses were hard to hear - *be more relevant, focus, show greater impact, clarify your identity.* Your friends tell you the truth - even when it stings.

The Board of Directors got to work by questioning everything. Nothing was out of bounds. The challenges United Way faces have been recounted many times. The environment had changed. The next chapter had to be written.

United Way has been working with a new framework since 2020. It has a deep focus on Children & Families and continues our legacy of working on the issues our community prioritizes.

PURPOSE

United Way focuses on children & families, developing a community where every child can succeed.

VALUE

United Way brings together businesses, individuals & civic groups to maximize their ability to create change for children & families.

IMPACT

United Way blends volunteerism, advocacy & local initiatives into unique opportunities for every person to change the life of a child.



FUNDRAISING

There are more options than ever before to raise funds for United Way

TRADITIONAL HARD COPY DONATION CARDS

United Way can provide as many cards as you need for your employees. The cards can even be customized with each employee's name and any other information you prefer.

DIGITAL GIVING

United Way can set up an email campaign for you, including options for payroll deduction and credit card giving. This works great for your employees who are on the road or working from home.

BLENDED

United Way can do a little of both, if that meets your needs - blending hard copy & digital like peanut butter and jelly.

*United Way
understands every
business needs custom
solutions that meet the
needs of their team.*



*Camp Hope kids creating art
to help them heal*

OPPORTUNITIES TO MAKE A DIFFERENCE

FUNDRAISING

- Through a generous donor, United Way can match the fundraising at your company this year. *You need to grow your number of givers by 5% or beat last year's fundraising total by 10%.*



FILL IT UP

- This holiday season United Way is collecting Winter Warmth bags, filled with hats, scarves, mittens, socks & underwear to protect children from the cold.



VOLUNTEERING

- In October, Read United begins its 6th year of matching adults who love to read with elementary school classrooms to share stories once a week for 4 weeks.



ADVOCACY

- In October, United Way & Lost Sparrows brings a 2-day conference to Grace College to educate community members on the impact of traumatic events on children and how our community can help.



*For details on these activities,
call United Way or visit www.uwwk.org.*



FUNDRAISING TIMETABLE

United Way recommends a 3-week timetable.

WEEK 1 - PROMOTION

Start telling everyone that Giving Week is coming. Put up posters, send out emails, pass out fliers. Brief your team leaders about how they can help.
Hype things up and create some energy.

WEEK 2 - GIVING WEEK

Pass out the donation cards, send the emails, hold the meetings. This is the week you do the work, giving your team members the chance to make a difference in the life of a child.

WEEK 3 - WRAP IT UP

Check with your team leaders to make sure everyone had a chance to give. Gather up the donations cards. Contact United Way to come and pick up the materials.

*More time doesn't equal
better results.
Run a crisp, focused effort
for the most success*



*Start United children getting
ready for kindergarten*

CHILDREN'S INITIATIVES

6,000+ CHILDREN WERE HELPED BY UNITED WAY INITIATIVES IN 2021



LAUNCHPAD

Our early learning coalition is improving and expanding child care across our community.



Dolly Parton's Imagination Library

Delivering books to hundreds of children under 5 years old at no cost to their families each month.



CAMP HOPE

Grieving children learn the skills needed to heal & move forward at these special retreats.



START UNITED

Each summer, hundreds of at-risk children learn the reading & social skills needed to thrive in kindergarten.



BIG GIVE

United Way's biggest donation drive collects backpacks full of school supplies for elementary school children.



READ UNITED

In the fall & spring, volunteers are matched with a classroom to share their love of reading.



Trauma Services

United Way provides staff training, comfort items and other essential supports for children in crisis.

QUESTIONS & ANSWERS

IS THE LIST OF INITIATIVES EVERYTHING UNITED WAY IS DOING?

No, there is so much more. United Way is constantly working to craft new projects. As needs change, new ideas need to be developed. The initiatives listed are our most visible and durable efforts.

IS UNITED WAY DOING THE PROGRAMS OR WORKING WITH NONPROFITS?

All of the Children's initiatives are done with another partner (local schools, nonprofits, businesses, regional programs).

United Way doesn't provide direct services.

DOES UNITED WAY STILL GIVE GRANTS TO OTHER ORGANIZATIONS?

Yes. The grants are focused on children & families and are for one-year at a time, so grantees can change from year to year.

CAN I STILL PICK ANOTHER ORGANIZATION TO DONATE TO?

No. When the new framework was built, it was to focus our efforts. There are a lot of ways to give to other great organizations. United Way is choosing to leverage all of our efforts into a maximum impact for kids.

HOW DOES IT WORK BETWEEN THE TWO COUNTIES?

United Way looks at our communities as a single service area. We want to give the same opportunities to every child, no matter where they live.



BUSINESS OPPORTUNITIES

WHAT DOES THIS MEAN TO YOUR BUSINESS?

It means there are more opportunities than ever to partner with United Way



CORPORATE PARTNERSHIPS

Advocacy

Aligning with United Way positions your business to be a visible champion for children's issues.

Volunteering

Your employees can roll up their sleeves & positively impact the lives of children

Fundraising

This is a chance for your employees & corporation to fuel the projects & initiatives that are making a difference for children.

Sponsorships

Promoting your Business's brand at United Way events provides visibility within the local market.

UNITED WAY OF WHITLEY & KOSCIUSKO COUNTIES

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