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# TOGETHER



2023

## Business Partner Handbook



United Way of Whitley & Kosciusko Counties

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# THE NEXT CHAPTER, A DEEPER FOCUS

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United Way evolves with the community, changing to meet the needs of the day. Today, families are facing challenges which require a renewed community effort to strengthen the building blocks necessary to raise our generation of citizens. United Way is poised to play a leadership role in this effort.

United Way's strategic planning efforts involved more than one hundred community leaders and connected to every community in the two counties. Leaders shared their perspectives on families and the post-pandemic realities being faced. The challenges around mental health, childcare and the isolation of families were raised consistently.

United Way has set its Strategic Priorities for 2023-2026.

- **BRAIN DEVELOPMENT** - Helping children have a rich set of learning experiences that prepare them for success
- **TRAUMA RECOVERY** - Helping children from hard places heal with gentle support of the community.
- **CARING COMMUNITY** - Helping children & families make connections with compassionate volunteers.

## MISSION

To Unite Our Community to Create Positive Change

## PURPOSE

United Way works to improve the lives of families with young children by 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 families with young children.





## IMPACT

Together with Community Partners,  
United Way blends volunteerism, advocacy & initiatives into  
unique opportunities for every person to make a difference.

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# Corporate Engagement Options

What are the opportunities for your business with United Way?

-  **VOLUNTEER**  
Give your employees a chance to roll up their sleeves & positively impact the lives of children and families.
-  **FUNDRAISE**  
Provide a chance for your employees and the corporation to fuel the projects that are making a difference for families with young children.
-  **LEARN**  
Join community members to get a better understanding of the challenges facing families with young children and how solutions can be developed.
-  **SPONSOR**  
Promote the Corporation's brand at United Way events, providing significant visibility in the local market.



# Build *Your* United Way *Playlist*



*Attend the Family Summit*

*Host a Workforce Campaign*

*Volunteer for Day of Caring*



*Sponsor Power of the Purse*

*Volunteer for Read United*

*Host an 'Every Child' project.*



*Host a Giving Day*

*Fill Backpacks for BIG GIVE*

*Sponsor the Winter Warmth drive*



# OPPORTUNITIES TO MAKE A DIFFERENCE

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## 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 7th year of matching adults who love to read with elementary school classrooms to share stories once a week for 4 weeks.



## LEARNING

- In September, United Way & Lost Sparrows bring a 2-day conference to Warsaw Community Church 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](http://www.uwwk.org).*



# FUNDRAISING

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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 & 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*

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# FUNDRAISING TIMETABLE

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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*

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# IMPACT INITIATIVES

7,300+ CHILDREN WERE HELPED BY UNITED WAY INITIATIVES IN 2022



## 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 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.





# LEARN UNITED

The *Learn United* series brings community members together to learn about challenges facing families with young children and to explore how we create real solutions. Trainings are open to the public, so everyone can benefit from the learning.

## SEP

### LOST SPARROWS TRAUMA CONFERENCE

As our community works to understand more about children who have experienced trauma, this two-day conference provides insights into how to address day-to-day challenges and create a better reality.

### CREATING SAFE ENVIRONMENTS FOR KIDS

This training series is led by SCAN and will teach real skills for those who work with children. Topics include to identifying signs of abuse & neglect, understanding the impact of traumatic events and exploring strategies for strengthening programs for these children.



## OCT

### YOUTH WORKER CAFES

This ongoing partnership with Indiana Youth Institute brings cutting edge workshops to the Whitley & Kosciusko Counties



## NOV

### UNITED WAY'S FAMILY SUMMIT

Rally with community leaders as we explore how to make our community a great place for *families with young children*.



To get all the details (dates, location, cost) go to:  
[www.uwwk.org](http://www.uwwk.org)

# QUESTIONS & ANSWERS

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## *IS THE LIST OF IMPACT 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 now focused on families with young children 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 families with young children.



Read United kids getting ready  
for their Volunteer Reader

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