

## Frequently Asked Questions

### Why should my employees use the payroll deduction program? Why can't we just write checks?

We encourage payroll deduction because it really is the easiest way to give! Writing a check for \$260 may put many people in a crunch, but giving \$5 per week from your paycheck is much more feasible.

### What if an employee wants to donate, but doesn't want to give to United Way?

We understand that giving is personal and some may have a favorite charity. We encourage giving to United Way because everyone's gift combined truly makes the largest impact for those in need. However, gifts made through the United Way campaign may still be directed to a donor's preferred charity.

### Isn't United Way a national charity?

While the United Way "brand name" is known nationally, United Way of Southeastern Connecticut is governed by a local board of directors. This volunteer body makes decisions on behalf of our donors and those we serve. We are a member of United Way Worldwide, which provides our staff with training opportunities and information about national corporate campaigns.

### What happens to the money you raise each year?

After the money is raised, our Community Investment department works with community volunteers who oversee the distribution process. They examine the growing needs of southeastern Connecticut, visit local agencies, and review requests for funding. Funds raised from the campaign benefit our friends and neighbors.

# TOGETHER WE CAN ADVANCE THE COMMON GOOD.

United Way understands that you want to make a difference right here in southeastern Connecticut and we want to help! Partner with a known and trusted charity to meet your corporate social responsibility and philanthropic objectives.

We are advancing the common good by helping to provide the building blocks for a good life. We help to meet critical needs and invest in long-term initiatives that create real, lasting change.

To achieve these goals, we bring people together from across the county—non-profits, local government, school districts, and organizations like yours. If it requires helping people and working together, that's what we do.

For more information, call United Way of Southeastern Connecticut at 860.464.7281.

**United Way**  
of Southeastern Connecticut

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## PARTNER WITH UNITED WAY TO ACHIEVE YOUR COMPANY'S PHILANTHROPIC OBJECTIVES

## ADVANCE THE COMMON GOOD. GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED®



United Way  
of Southeastern Connecticut

# Partner with United Way of Southeastern Connecticut

Our mission is to change our community by helping people in need through responsible use of donations.

*United Way of Southeastern Connecticut helps organizations create real, lasting change. It's our job, and our privilege, to connect you to that change. Partnership opportunities include:*

## Conduct an Employee Campaign

Provide your entire staff with an easy, affordable way to participate in strengthening our community. We will plan a campaign that fits your organization's schedule while providing an additional benefit to your employees.



*Electric Boat Employee Community Service Association received the "Chairman's Award of Excellence" at United Way's Annual Community Celebration event. The highest honor presented to an organization.*

## Make a Tax-Deductible Corporate Gift

Demonstrate your organization's community leadership and philanthropic spirit with a corporate gift. Match your employees' donations for greater impact.

## Join our Sponsorship Program

Create brand preference and drive consumer loyalty by signing up for our highly-visible corporate benefactor program. Many options are available to best fit your budget and meet your advertising needs.

## Engage Employees during Day of Caring

Our volunteer events provide a first-hand look at our impact and importance in southeastern Connecticut. Your employees will come together and support a community-wide initiative or complete a project at a local non-profit agency while enhancing teamwork and collaboration.



*Pfizer Inc Employees participate in a Day of Caring project at a United Way partner agency.*

## Participate in the Loaned Executive Program

Loan an employee to United Way to support our fall fundraising campaign. Your employee receives a unique professional development experience managing local accounts. If you cannot send an employee, sponsor a position in your organization's name.

## Thank Clients and Vendors through a Year-End Gift

Do you send a holiday gift to clients and vendors? Instead of a food basket or popcorn, thank them for their business by making a donation to United Way of Southeastern Connecticut on their behalf. Your gift will keep on giving by benefiting the entire community.

## Run A Food Drive

Running a food drive is a great way to involve your employees in philanthropic activities and it's easy. The Gemma E. Moran United Way/Labor Food Center is a distribution warehouse for over 90 food distribution sites such as food pantries, soup kitchens, homeless shelters, and day care programs for those in need within our community. The food center provides nutritious meals to nearly 15,000 individuals per month. In 2009, the food center supplied 1.6 million meals for our community.



## Serve on a United Way Committee

United Way is a volunteer-driven organization and your employees can personally help lead the way by joining one of our committees. Opportunities exist to support fund raising and fund distribution, investment, finance, marketing, and at the food center.

## Advocate on Behalf of United Way 2-1-1

Share information about United Way 2-1-1 with your employees. 2-1-1 is a free phone number that connects you to professional caseworkers who can provide information and referral to essential community resources and services.