



## ***Congratulations on becoming a Company Campaign Coordinator . . .***

Thank you for being a Campaign Coordinator for your company and United Way of the Valley and Greater Utica Area! Being a Coordinator means spending time distributing materials, organizing events, and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Have some fun!

Whether this is your first time as a Coordinator or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign, and you are guaranteed to have a great campaign.

As we begin using the new United Way of America message of LIVE UNITED, remember that you are a catalyst for creating opportunities for a better life for all. . . . Being a Company Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Coordinators create lasting change. . .and we cannot begin to thank you enough.

**Reach out a hand to one, influence the condition of all.**

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## What does a Campaign Coordinator do?

**Position Description:** Employee Campaign Coordinator (ECC)

**Goal:** To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

### Key Responsibilities:

- Attend United Way Coordinator workshop.
- Work closely with your CEO, United Way volunteer and staff member.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers and tours from United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent, and resources among your co-workers.
- Educate your co-workers about United Way.
- Attend United Way kick-off and celebration event. Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Complete your final report and send it with pledge forms to United Way.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

## 1. Getting Started

- Attend United Way of the Valley and Greater Utica Area Campaign Coordinator workshop.
- Know your organization's United Way history.
- Talk to last year's coordinator and find out what worked and what didn't work.

## 2. Enlist Support

Secure top level management support by asking your CEO to commit to one or more of the following:

- To insure succession planning, ask your CEO to appoint next year's coordinator to help you.
- Ask your CEO to encourage donors by providing incentives for giving (*incentive ideas on page 11*).
- Find out if your company has a matching gifts program.
- Encourage your CEO to speak about the benefits of giving to United Way at your employee group meetings or write a letter of support (*sample letter on page 13*.)
- Recruit a committee representative of different departments in your organization.
- Remember the benefits of **TEAM - Together Everyone Accomplishes More**.
- Clearly define the role of your volunteers and how much time they will commit to the campaign.
- Arrange for support and materials from United Way.

### What Makes a Great Committee Member

- **Enthusiasm**
- **Knowledge of and belief in United Way and its mission**
- **Willing to set an example by giving to United Way**
- **Well respected**

A United Way volunteer or staff member is available to help you. Here are a few ways an Account Representative, a Loaned Executive, or United Way staff can help:

- Provide campaign materials, information and support.
- Make presentations in your employee meetings.
- Arrange for an agency speaker, agency fair, or agency tours.
- Plan and implement your campaign.

### 3. Decide on a Solicitation Style

- **Group Solicitation:** Employees are brought together to hear the United Way message and then are asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for best use of time, a uniform message and less follow-up.
- **Individual Solicitation:** This is a one-on-one ask for an employee to make a gift. This style requires more volunteers but personalizes the campaign and gives you the opportunity to answer individual questions.
- **Both:** Hold one group meeting or a series of group meetings and use the one-on-one method as a means of follow-up for those who couldn't attend a group session.

### Advantages of Group Meetings

- **Flexibility:** The group meeting can be adapted to work successfully in any organization's schedule; a 15-minute United Way presentation can be incorporated into a staff or department meeting.
- **Efficiency:** The campaign can be completed in two weeks or less with a minimal amount of production time.
- **Effectiveness:** The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.
- **Consistency:** The United Way message is presented in a consistent manner to the workforce.

### 4. Set Clear Goals and Develop a Campaign Plan

Analyze past campaigns and set realistic goals. Set an increase based on one or more of the following areas:

- **Percent Participation:** Divide the total number of givers by the total number of employees to get your percent participation. United Way recommends setting a goal of 100% solicitation instead of 100% participation to give everyone an opportunity to give.
- **Dollars Raised:** Consider raising your dollar goal by a percentage over the previous year's goal. Be sure to include your employer's corporate gift in total amount raised.
- **Average Employee Gift:** Determine your companies average gift by dividing your total campaign by the number of givers.
- **Per Capita Gift:** This amount is calculated by dividing the total campaign amount by the total number of employees.

## 5. Promote Your Campaign

- Use United Way brochures, posters, and thermometers to build awareness of the upcoming campaign. United Way provides these at no cost to your organization.
- Try placing United Way information in unexpected places, such as on the back of restroom stall doors or in employee pay envelopes.
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools. (*Sample e-mail messages available from UW.*)
- Increase employee awareness by creating a little friendly competition among departments.
- Prizes and incentives can also create interest. If you have a budget, you can order items from the United Way catalog. (*See page 11 for a list of free incentive ideas.*)

## 6. Educate Your Employees about Your Local United Way

- **Campaign Brochures and Posters:** Available through the United Way, please contact your campaign representative for additional materials.
- **Campaign DVDs:** A great addition to your United Way employee meetings. Videos have been produced locally and highlight people who have been helped right here in our own community.
- **Speakers:** Recipients of program services can tell you personal stories about the impact of United Way on their lives. Agency representatives can tell you about the programs their organizations offer.
- **Tours:** Encourage your employees to get a first hand look at agencies and the services they provide by participating in a tour of two or more agencies.
- **Personal Testimonies:** Whether we realize it or not, most of us have been touched by a United Way agency. Some of your co-workers may be willing to share their own personal stories.

## 7. Implement the Campaign with a 100% Ask

- Start by making a gift yourself. It is easier to ask someone else to give when you give yourself.
- Personalize each pledge card to help you make sure everyone is asked. You can preserve the confidentiality of the gift by placing the pledge card in an envelope.
- Make sure every employee is given the opportunity to give. Be sure to include employees who are part time, temporary, travel or work off-site.

## 8. Report and Celebrate Your Results

- Collect all pledge cards. Make sure all pledge cards are signed and turned in to your payroll department.
- Summarize all campaign information on the Report Envelope. Enclose cash, checks, and copies of all pledge cards. Be sure we have enough information to recognize your employees for Leadership Giving and Young Leaders United.
- Call your Account Representative, Loaned Executive, or United Way to pick up your Report Envelope. You also can bring it to the United Way office and drop it off.
- Report your final results to your fellow employees and thank them for participating.

### Some ways to say thank you are as follows:

- Hold a thank you event for employees
- Send a thank you letter from the CEO
- Send personalized thank you notes
- Put together goodie bags to thank your committee



## Why United Way

United Way makes a difference in our community. Your contributions are working year round improving the lives of your family, friends, and neighbors. United Way is effective because it is . . .

- **Local**  
We keep your gift right here in the Mohawk Valley.
- **Accountable**  
We are dedicated to investing your dollars strategically and thoughtfully in order to make lasting changes.
- **Focused**  
We are finding the root causes of issues in our community and most importantly, making a profound impact.
- **Working Together**  
We work with our partners to leverage results in our community.

## Our Community Goals

- **Keeping Kids on Track**  
So our children are born healthy, in school and ready to learn, and our youth succeed in school.
- **Older Adults Aging Successfully**  
So our seniors remain healthy, safe, and independent.
- **Strengthening Families and Promoting Self Sufficiency**  
So families in our community are financially, emotionally and physically secure and are productive members of our society.
- **Meeting Basic Needs and Handling Emergency Services**  
This is our communities “safety net” in serious times of need.

## **Leadership Giving**

United Way recognizes donors who contribute \$500 or more on an annual basis in a special publication to say thank you. Spouses may combine their gifts to be recognized at one of the following levels:

### ***Alexis de Tocqueville Society - \$10,000 and above***

#### ***Riffle Associates - \$2,000-\$9,999***

- Platinum - \$7,500-\$9,999
- Diamond - \$5,000-\$7,499
- Gold - \$3,000-\$4,999
- Silver - \$2,000-\$1,999

#### ***Adirondack Club - \$500-\$1,999***

- Cherry - \$1,500-\$1,999
- Oak - \$1,000-\$1,499
- Maple - \$750-\$999
- Pine - \$500-\$749

## **Conduct a Leadership Giving Campaign**

- Ask someone to serve as the leadership giving chair. He or she should participate at that level.
- Determine who to target for your leadership giving campaign by salary range, management level, or donors who are already close to that level of giving.
- Ask the CEO about hosting a breakfast or other meeting to kick off your leadership campaign prior to your employee campaign.
- Send personal invitations from your CEO to the potential leadership givers. Be sure to include the following:
  1. CEO explains leadership giving and gives personal endorsement.
  2. CEO explains matching gifts program if your company has one.
  3. CEO asks employees to consider giving at a leadership level.
- Break it down into a palatable amount; for example, “you can be a leadership giver for just \$1.37 a day—the cost of a cup of coffee or a soft drink.”
- Spouses may combine gifts for recognition.
- Find Young Leaders in your Company and ask them to get involved. (see below)

## **Young Leaders United**

Individuals 45 years of age or under, who contribute to United Way of the Valley and Greater Utica Area at the Leadership-giving level of \$500 and more and are committed to:

- Volunteerism
- Improving the quality of life in our community
- Leadership growth-both personal & professional

Today, Young Leaders United numbers in excess of 220 emerging leaders from all segments of the population in the Mohawk Valley -- and we continue to grow.

## **Why Young Leaders United?**

United Way of the Valley and Greater Utica Area endeavors to provide an added value to current and prospective community leaders -- we want to be more than just the result of being young and giving at the Leadership level -- we want to be a motivating factor in a person's decision to invest their time, talent and resources in the community efforts of our United Way. Our long-term objective is to encourage relationships between our United Way and the future leaders of this area.

## **The Mission of Young Leaders United**

To cultivate United Way involvement, commitment and growth in the future leaders of our community in order to further the mission of United Way of the Valley and Greater Utica Area: To promote individual well-being, strengthen families and improve the quality of life in our community.

## **The Goals of Young Leaders United**

Increase participation and membership rolls and educate current members and prospects on the value of Young Leaders United and United Way of the Valley and Greater Utica Area.

Enhance community involvement of Young Leaders United by providing members with a variety of community service opportunities.

Develop the leadership skills of Young Leaders United members through professional and personal relationships and utilize their skills in all aspects of our United Way.

## Special Events

Special Events can add fun and excitement to the campaign. They make a great addition to the employee meetings and the ask. To be successful, be sure to time your events so that employees don't think they take the place of the pledge. The ideas are limitless. Here are some to get your creative juices flowing:

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| Golf or Putt-Putt Tournament       | Bake Sale                         |
| Executive Dunking Booth            | Silent Auction                    |
| Agency Lunch and Learn             | Company Picnic or Cookout         |
| Ice Cream Social                   | Pancake Breakfast                 |
| Office Olympics                    | Costume Contest or Party          |
| Campaign Slogan/Theme Contest      | United Way Games (Trivia, etc.)   |
| Cubicle Decorating Contest         | Chili Cook-off                    |
| Dress-up Day                       | Creative basket contest & auction |
| Office or United Way Treasure Hunt | Car Wash                          |

## Incentives

Looking for some incentive ideas that you don't have to purchase?

- |                          |                       |
|--------------------------|-----------------------|
| Casual Day               | Premium parking space |
| Time off with pay        | Extra lunch time      |
| Drawing for CEO Car Wash | Raffle Baskets        |

## Other Incentive Ideas

- |                        |                     |
|------------------------|---------------------|
| Sporting Event Tickets | United Way t-shirts |
| Gift Certificates      | Trophies or plaques |

## Themes

Put more enthusiasm into planning your campaign by centering everything around a theme:

- |                                 |                              |
|---------------------------------|------------------------------|
| Camp United Way                 | A decade theme (1960's etc.) |
| Sports (Football, NASCAR, etc.) | Olympics                     |
| Survivor or Island theme        | United Way themes            |

## **A Sample Campaign Plan**

Your key to success is to plan your campaign and make your plan work for you by planning activities that best suit your organization.

### **Week 1—Collaboration**

- Meet with upper management.
- Recruit Committee Members.
- Talk with account representative to set dates and get materials.

### **Week 2—Goal Setting**

- Meet with committee to assess last year's campaign results.
- Set goals based on desired outcomes.

### **Week 3—Planning**

- Decide on which special events to try this year.
- Outline the campaign time frame (two weeks is recommended).
- Assign responsibilities to committee members.

### **Week 4—Advertise**

- Hang posters.
- Send e-mails.
- Announce campaign dates at all meetings.
- Market the campaign in an unusual way.

### **Week 5—Campaign**

- Run campaign and events.
- Hold presentation by inviting CEO and/or United Way representative to address employees.

### **Week 6—Wrap-up**

- Submit final results to United Way.
- Celebrate campaign results.
- Say thank you to all who participated.

## **Sample Meeting Agenda**

- **CEO welcomes employees and endorses campaign.**
- **United Way speaker makes presentation.**
- **Employee gives a personal testimony.**
- **Show United Way video.**
- **Employee Campaign Coordinator makes the ASK.**
- **Employee Campaign Coordinator collects pledge cards and thanks employees.**

**15-20 minutes**

## Sample Letters

### Sample Letter No.1:

Campaign Kick-off letter from Chief Executive Officer

Dear Employee (*personalize with employee name, if possible*),

Throughout our personal and working lives, we have learned the value of teamwork. By working together as a team, we can accomplish so much more.

United Way of the Valley and Greater Utica Area offers a good example of just how powerful a force teamwork can be.

Through an extensive network of volunteers and donors, United Way makes sure that a wide range of services are available to the people who live and work in our area. These services include substance abuse counseling and education, job training and placement, assistance for victims of domestic violence, programs for the elderly and our young people and many others.

When you give to United Way of the Valley and Greater Utica Area, you can be assured that your gift is going directly to the people who need it most. United Way strive to keep the fundraising costs low so that nearly ninety cents of every dollar raised goes directly to fund the programs that provide critical services within our community. Once again, I ask that you join with me in supporting our team effort and continue (*company name*)'s tradition of community support.

Sincerely yours,

### Sample Letter No. 2:

Thank you letter at campaign's conclusion

Dear Contributor,

Heartfelt thanks goes to each and every one of you who contributed to this year's United Way campaign.

Once again, you have gone the extra mile to make our community a better place for us to live and work.

Many words come to mind to describe people like you: generous, concerned, and caring. You realize that when you give to United Way, you help ensure that a wide variety of needs are met, including services to the hungry and homeless, the sick and grieving, our youth and senior citizens, and so many more.

Your generous donation helped us raise a total of \$\_\_\_\_\_ for critical health and human service programs funded by United Way of the Valley and Greater Utica Area. This exceeds last year's results by \_\_\_\_\_ percent. It's an accomplishment of which you can be proud.

Again, thank you for helping United Way to lend a helping hand to those in need.

**Q: What is United Way?**

**A:** United Way of the Valley and Greater Utica Area is an independent nonprofit organization governed by local volunteers representing the community, bringing people and organizations together. United Way acts as a catalyst for positive change, helping to create and build the resources necessary to improve the quality of life for those who live and work in our area.

**Q: How does United Way serve the community?**

**A:** United Way of the Valley and Greater Utica Area supports health and human service providers through its strength in raising funds and effectively investing them, through the investment of volunteer resources and by building community collaboratives and partnerships. United Way is the single largest funding stream supporting human services in the Mohawk Valley. UWVGU's Campaign provides financial support for over 70 programs through 40 affiliated agencies.

**Q: What kind of agencies does United Way support?**

**A:** The agencies supported by United Way provide a variety of critical services to the community, including food, shelter and emergency services, child care and family support, health care services, care for the elderly, assisting people with disabilities and youth development.

**Q: How do agencies receive funding?**

**A:** After requesting funding with United Way, agencies must go through a formal review process. Groups that receive funding through United Way of the Valley and Greater Utica Area are nonprofit, tax-exempt charities governed by local volunteer boards. Each agency must submit to an annual independent financial audit and provide services to the community at a reasonable cost. A re-certification process ensures that agencies maintain high standards of stability, accountability and quality service.

**Q: I don't use any of the agencies' programs, so why should I give through United Way?**

**A:** You may have already used the services of a United Way agency and never realized it. One day, we all may need disaster services, youth development services, child or adult day care services, or a variety of other valuable services offered through United Way programs. In addition, everyone benefits from many of the programs, such as those that reduce juvenile crime.

**Q: Who is eligible for United Way services?**

**A:** Services supported by United Way of the Valley and Greater Utica Area are available to people who live and/or work in the Mohawk Valley.

**Q: Who governs United Way?**

**A:** Volunteers from the community, both residents and employees of local businesses, govern United Way of the Valley and Greater Utica Area by serving on its volunteer board of directors and policy-making changes.

**Q: Why should I choose to give through United Way?**

**A:** Through United Way's annual citizens' review process, trained volunteers assess community needs and determine how to distribute funds to have the greatest impact. When you contribute to United Way's Community Care Fund, you know that your gift is reaching those with the greatest need. Your dollars raised in the community stay in the local community and help support 40 partner agencies and over 70 programs.

**Q: Why should I give if my spouse does?**

**A:** We hope that you and your spouse both will consider a gift. United Way and our community depends on each individual to make a gift based on his or her own income. These gifts are united with others to make the greatest impact on needs. United Way programs can only continue to provide services if as many people as possible contribute. Your combined gift with your spouse may qualify you for Leadership Giving.

**Q: How much of my contribution goes directly to service providers?**

**A:** Making use of a vast network of volunteers and with a strong emphasis on efficiency, United Way strives to keep administrative costs low so that nearly ninety percent of total dollars received go directly to the agency programs, other United Ways, and Community Chests.

**Q: Why should I consider using payroll deduction for my contribution?**

**A:** Payroll deduction is an easy and affordable way to give, allowing you to contribute a small amount of your paycheck over a longer period of time. If your company has a matching gifts program, you can automatically double the amount of money being pledged to help those in need. This efficient system also allows more of your contribution to go directly to service providers by helping to keep administrative costs low.

**Q: Can I specify where I want my contribution to go?**

**A:** United Way strongly recommends that you invest your gift in UWVGU's general campaign fund, where your dollars will have the greatest impact on addressing the community's most critical needs. Donors also have the option of designating all or a portion of their annual gift to another United Way or Community Chest as well as any non-profit agency.

**Q: What is the United Way's policy against pressuring employees to give?**

**A:** United Way of the Valley and Greater Utica Area has a policy against coercion, and under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and decision; whether people give and how much they choose to give is up to the individual. The purpose of United Way is to offer people an opportunity to give so that others may receive the help they need. We hope you will give

because you are able to and because you feel good about helping others. Your giving should be personal and “from the heart.”

**Q: How much should I give?**

**A:** Only you can decide how much you can give. United Way also offers several giving and recognition opportunities to our donors.

**Q: What is the affiliation between United Way of the Valley and Greater Utica Area and United Way of America?**

**A:** Each United Way is independent, separately incorporated and governed by local volunteers. United Way of America provides a variety of services for local organizations and supports their efforts by producing national advertising campaigns. Nationwide, United Way supports approximately 47,000 agencies, helping millions of people from all walks of life. United Ways have been leading the cause of caring for more than 100 years. There are approximately 1,400 community-based United Ways; in 2003-2004, they raised \$4.05 billion in total revenue to help America's communities address their most critical issues. The resources raised include \$3.59 billion in revenue from the annual campaign and other gifts such as planned gifts, gifts to initiatives like 2-1-1, corporate sponsorships, and government grants. In addition, United Ways mobilize more than a million volunteers annually in communities nationwide.

United Ways ensure that each organization in which they invest is a non-profit, tax-exempt charity governed by volunteers, and that it submits to an annual, independent financial audit and provides services at a reasonable cost.

United Way of America is the national organization dedicated to leading the United Way movement in making measurable impact in every community across America. It invests in the programs and services that strengthen the ability of local United Ways to identify and build a coalition around a set of community priorities and measure success based on community impact.

**Q: How can United Way afford advertising?**

**A:** National and local commercials, including the NFL advertising provided through United Way of America, are provided at little or no cost to United Way. Newspaper, electronic media and corporate advertisers are great supporters of United Way, donating or reducing cost for time and space for these promotions as just one facet of their support. In addition to these, many companies make “in-kind” donations to offset the cost of time or materials.

**Q: I'm new to the area and would like to help others by volunteering. How can I find a volunteer opportunity that fits in with my hectic schedule?**

**A:** United Way's staff provides volunteer referrals to community agencies. If you are interested in helping with a one-time project or serving long term, United Way staff can help find the right opportunity for you. To learn more, please call (315) 733-4691.

**United Way of the Valley and Greater Utica Area  
270 Genesee St  
Utica NY 13502  
Phone: (315) 733-4691 x232  
Fax: (315) 733-4105**

For more information or to pledge on line visit

[www.unitedwaygu.org](http://www.unitedwaygu.org)

**Business Hours:**

**Monday– Friday 8:30 am—4:30 pm**

**Staff:**

**Phillip Hayne, Executive Director**

**Steve Canipe, Sr. Director of Resource Development**

**Myron Thurston, Campaign Director**

**Tracy Wimmer, Director of Finance**

**Karen Teachout, Director of Community Impact**

**Michelle Tarnelli, Director of Marketing and Communications**

**Carla Streeter, Account Manager (Campaign)**

**Sandy Allbright, Administrative Assistant (Campaign)**

**Sophie Jouben, Assistant Regional Manager**

**Joan Adamovich, Receptionist**

**Kathleen Courtney, Staff Accountant**

**Lucille Humphreys, Administrative Assistant (Executive Director)**

**La Toya Richardson, Administrative Assistant (Community Impact and Marketing)**

## Community Partners and Funded Programs

A contribution to United Way is an investment into your community. United Way takes the greatest thought, strategy and care into ensuring your gift has the most profound and meaningful impact.

Below is a list of the partners and programs currently funded by United Way through our community's generous donations.

### AIDS Community Resources

- LGBTQ Youth Safety Project

### American Red Cross, Utica Chapter

- Community Blood Services
- Disaster Services
- Elder Services Advocacy
- Services to Armed Forces

### American Red Cross, Mohawk Valley Chapter

- Safe Network Preparedness

### The ARC, Oneida/Lewis Chapter

- Connections in Education
- Vocational Rehabilitation Services

### Boys & Girls Club of Utica, Inc.

- Project Learn
- Teen Passport

### Boy Scouts of America – Revolutionary Trails Council

- Scout Reach
- Youth Development Program

### Catholic Charities of Herkimer County

- Emergency Food Program
- RSVP Faith in Action
- Domestic Violence Program
- Runaway & Homeless Youth- Counseling

## Catholic Charities of Oneida & Madison Counties

- Adolescent Parenting Program
- Community Assistance
- Kernan After School Program

## Central New York Labor Agency

- Information & Referral

## Compeer

- Adult Services
- Youth Services

## Family Services of the Mohawk Valley, Inc.

- Aggression Reduction
- Bill Payer Program
- Counseling Services
- Juvenile Delinquency Program
- Individual Marriage and Family Counseling

## Girl Scouts, Foothills Council, Inc.

- Helping Children & Youth Succeed

## Greater Utica Community Food Resource

- Feeding Program

## Herkimer Area Resource Center

- Family Support Counseling

## Hospice Health Care, Inc.

- Home Health Care
- Individual & Family Bereavement-Counseling
- What About Me? Grief in the Classroom

## Human Technologies

- School to Work Program

## Ilion Recreation Department

- Summer Youth Program Bus Trips

## JCTOD Outreach, Inc.

- Drop-in Youth Center
- JPA Love & Care Families Initiative

## Kirkland Programs

- Clinton Arena
- Clinton Child Care
- Clinton Youth Foundation
- Country Pantry
- Kirkland Art Center

## Legal Aid Society of Mid-York, Inc.

- General & Preventive Legal Services
- Help Line

## Mohawk Valley Community Action Agency, Inc.

- Homeless Intervention Program

## Mohawk Valley Council on Alcoholism/Addictions, Inc.

- Youth Prevention Program

## Multicultural Association of Medical Interpreters (MAMI)

- Interpreter Access

## Mohawk Valley Resource Center for Refugees

- Supplemental Support

## Neighborhood Center of Utica, NY, Inc.

- Youth Services
- Counseling Services
- Outreach & Prevention for Youth
- Somali Bantu Case Management-Services

## New Hartford Adult Dining & Activity Center

- Healthy Aging

## Parkway Senior Center

- Health & Wellness Program

## Peacemaker Program, Inc.

- CASA (Court Appointed Special Advocates)
- PACT (Parent & Children Together)

## Resource Center for Independent Living

- Adult Day Services
- Employment Services
- Independent Living Services
- Learning Disability Association
- Mohawk Valley Asset Building Coalition
- RCIL Youth Program
- School Transaction
- Main St

## Retired Senior Volunteer Program

- Growing Strong/Enhance Wellness

## Richfield Springs Youth Ministry

- The Zone/Youth Meeting Place &-Program

## Salvation Army

- Food Pantry
- Salvation Army Café
- Soup Kitchen
- Friday Nite Rec
- Kidz Paradise

## Samaritan Counseling Center

- Keeping Kids Healthy

## Thea Bowman House, Inc.

- Child Care
- DOVE (Domestic Violence Ended)

## Utica Safe Schools

- Underground Café

## Upstate Cerebral Palsy & Handicapped Persons Association, Inc.

- AT Home
- Direct Care Program
- Promise Program
- School Based Health Center

## Visiting Nurses Association of Utica & Oneida County, Inc.

- Services to Medically Complex Infants & Children

## YMCA

- School's Out Childcare & Pre-School Readiness
- Community Service/Youth Volunteers
- Unsupervised Youth Alternatives
- Community Health & Wellness/CYO Basketball program

## YWCA of the Mohawk Valley

- Community Education Program
- Domestic Violence Services
- EWW Children's Center
- New Horizons
- Therapeutic Swim Program
- Hall House
- Willow Commons

## Did you know...

- 36,000 people in Oneida and Herkimer County live below the poverty level. Your donations help us support programs that teach people better financial stability.
- 400 children do not graduate from high school in the Mohawk Valley every year. The United Way works with agencies in the Mohawk Valley to address the root causes of these issues.
- The United Way helped bring \$1.8 million dollars to this community through the Earned Income Tax Credit Program.
- Over 20% of 750 students at a local middle school were uninsured. Now through the help of the United Way all of these students have up-to-date physical examinations and immunizations through their school-based health center at absolutely no cost to their families.
- An adult day service program saved the community over \$1.1 million in potential taxpayer savings by helping 160 individuals with physical and mental challenges improve their quality of life and keep their families together.

## **AWARD CATEGORIES**

The United Way of the Valley and Greater Utica Area understands the amount of time and dedication it takes to run a successful campaign so we've developed a number of different award categories that your company just might qualify for. Have your company campaign results to the United Way Office by **November 14<sup>th</sup>** to qualify for the awards below.

### **OUTSTANDING PACESETTER**

Presented to one of the Pacesetter companies for that campaign year that demonstrates an increase in revenue, participation, and overall support of the United Way Campaign.

### **LIVE UNITED CAMPAIGN COORDINATOR**

Presented to the Campaign Coordinators who best show their employees how to LIVE UNITED by giving, advocating and volunteering in our community.

### **MOST IMPROVED CAMPAIGN**

Presented to a company that shows an increase of at least 40% or more in company campaign revenue generated.

### **NEW PARTNER:**

Presented to a company running their first United Way Campaign by coordinating the campaign and acquiring revenue and employee participation.

### **COMMUNITY CHALLENGE**

Presented in three categories based on company size. To qualify for the award, 50% of employees must donate to the company campaign and per capita giving must average \$50 or more. (50+ employees, 25-49 employees, under 24 employees).

### **UNION ACHIEVEMENT**

Certificates of achievement are distributed to those companies with union participation that reflects an increase in percent participation and average gift.