

100 Years of Caring & Sharing



United Way
of St. Clair County
1965 to 2024

Campaign Guide 2024

Why United Way?

Let's face it: People have lots of options to choose from when they make a charitable gift. When they choose United Way, their dollars have the greatest impact. Here's why:

We focus on this community. Gifts given in St. Clair County stays in St. Clair County! Our partners are local, the programs we support are local, and the outcomes benefit our local community.

We tackle current and long-term needs. Our United Way mobilizes partners and resources to assist those who need help with food, shelter, and emergency aid. We also strive to bridge the gap in education, financial stability, and health to empower those to thrive tomorrow.

We are a sound investment in St. Clair County. United Way addresses community needs in a strategic and collaborative way by bringing together the right partners and leadership to generate the greatest outcomes. United Way of St. Clair County has over 250 volunteers, which include holding positions on the Board, Citizens Review Committee, Campaign Cabinet, or helping in other roles.

2024 Campaign Timeline

September 4, 2024	Campaign Kickoff/100th Anniversary – Solitude Links
September 9, 2024	Campaign Blitz Week– Material drop off
September 9 – September 30, 2024	Drop off materials to accounts, updates to staff liaison and connect with division team. <i>(If you have received materials call us at 810-985-8169)</i>
October 21, 2024	Midway Campaign Push
November 15, 2024	Deadline for Early Bird Drawing
November 20, 2024	Early Bird Drawing
March 17, 2025	Annual St. Patrick’s Breakfast
March 31, 2025	End of fiscal year

**Dates are subject to change*

Did you know?

- Last year, United Way funded 1,800 youth, ages 0-5, to receive books monthly through the Imagination Library
- United Way has a Medical Loan Closet available to all residents who live in St. Clair County. The Medical Loan Closet helps on average 3 patients a day.
- More than 2,337 youth participated in life skill programs with help from the United Way in 2022.
- Over 2,352 individuals were able to improve their quality of life through health and advocacy thanks to the United Way's help.



- 3,256 calls for St. Clair County were answered through 2-1-1 for resources in 2022, 19% increase over the previous year.
- Emergency Relief Funds supported programs ranging between food, Housing, Utilities, Ramps education supports and Child Care Support.

Leadership Giving

Everyday Hero	\$365 or \$1 a day
Watchmen	\$500 or \$10 a week
Wheelsmen	\$1,000 or \$20 a week
First Mate	\$2,500
Captains	\$5,000



Employee Giving Recognition Program

This program was designed to honor all local businesses and organizations that participate in the United Way Campaign. Awardees will be recognized at the United Way Annual Meeting.

Award of Excellence: 75% or more employee participation with an average employee gift of \$250 or more

Gold Award: 40% or more employee participation with an average employee gift of \$225 or more

Silver Award: 35% or more employee participation with an average employee gift of \$150 or more

Bronze Award: 30% or more employee participation with an average employee gift of \$75 or more

Your Campaign Checklist

- 1) RECRUIT
- 2) CREATE
- 3) CONNECT
- 4) INVITE

RECRUIT



- ⇒ **Gather a team** of creative, enthusiastic individuals who can help you plan an effective campaign start to finish.
- ⇒ **Engage a diverse group of employees** for additional support—departments, different levels, various skills, etc. throughout all elements of the campaign .
- ⇒ Be sure to **get company leaders involved**. They can directly encourage support, participate in employee meetings and campaign events, and acknowledge those who give.

CREATE



- ⇒ Establish a **fun, focused campaign plan**. Include a meaningful theme, exciting activities, clear goals and a set timeline.
- ⇒ Make **sure all employees have an opportunity to participate** in the campaign, including all shifts and locations.
- ⇒ **Communicate regularly** before, during and after your campaign. People feel engaged when they hear from you often.

CONNECT



- ⇒ Find creative, inspiring ways to **tell people how United Way changes lives** and how they can be part of that work.
- ⇒ Face-to-face meetings are the most effective way to engage employees. We can help you with materials and speakers.
- ⇒ Use activities and communication materials—emails, intranet, posters, letters, table tents, special events, service projects, etc.—to **keep the campaign front and center**.

INVITE



- ⇒ **Ask employees to give.** (Fact: a big reason why some people don't give is because they aren't asked!)
- ⇒ **Hold a fundraiser** to generate additional support and to get employees excited.
- ⇒ Make sure you **thank employees** for their support! (A personal "thank you" can be as important as prizes and drawings.)

A Few Campaign Ideas

- **Hold a kickoff event.** Host an employee rally, offer a free or reduced-price lunch, hold an ice cream social, host an employee car show....or come up with an unique themed kickoff activity.
- **Sponsor fun events throughout the campaign.** These can include costume days, pop can drives, casual days, themed lunches, “Guess Who” contests with old school pictures, and much more.
- **Bring United Way to the workplace.** Have representatives of the United Way and partner agencies share their work at employee meetings, at information tables in break rooms and at campaign events.
- **Offer incentives.** Drawings and giveaways add a little extra excitement to the good feelings that come with the United Way. Such as: tickets to sporting events, gift cards, extra vacation days, reserved parking spots at the office, company swag and much more!
- **Make it visible.** Use posters, flyers, table tents, emails, employee art contests and other promotional tools to keep up awareness of the campaign among employees.
- **For more tips and ideas** visit the United Way’s website at www.uwstclair.org

Don't Forget to Say 'Thank You!'

“Thank you” are two of the most powerful words we speak. We can say it in many ways—but it’s important to make sure we say it... Let colleagues know that their support is appreciated, and that every dollar they give makes a difference.

Celebrate your campaign and your co-workers! Report on campaign results because employees will want to know how well they did together—a great way to build engagement, too! A personal “thank you” from your team to colleagues is a wonderful way to make them feel appreciated and to bring them back.



Speaking of next year...start thinking about how to engage folks at an even greater level in 2025. Do an assessment of what worked, what didn't and how you can build excitement and support for next year's campaign.

And while we're at it...*thank you* for all you do!

Making a Difference

United Way of St. Clair County has four Impact Areas. All programs we fund are designed to lift up our community and empower our residents to overcome obstacles and live more positive and self-sufficient lives. These programs are driving forces in our quest to raise the quality of life in St. Clair County.



- Teaching Youth Life Skills
- Reducing the Need for Emergency Services
- Helping Adults through Education or Training
- Improving Quality of Life through Health & Advocacy

We're Here to Help!

United Way Staff and Ambassadors appreciate your hard work, dedication and commitment to transforming our community! That's why we're ready and willing to answer your questions, provide speakers for employee meetings, make campaign materials available, or be a sounding board for your great ideas!

Brent Gillette	Executive Director	(810) 985-8169x118	bgillette@uwstclair.org
Vacant	Resource Development	(810) 985-8169x110	campaign@uwstclair.org
Tara Reyna	Community Impact & Direct Services	(810) 985-8169x111	comm.Impact@uwstclair.org
Cathy Sherman	Finance	(810) 985-8169x117	finance@uwstclair.org
	Community Resource	2-1-1	



United Way
of St. Clair County

Mission Statement

"To mobilize the community of St. Clair County to raise funds and/or resources to meet identified human service needs with the highest level of accountability and community involvement."

Vision Statement

United Way of St. Clair County will be a leader to help the community identify and address human care problems. It will accomplish this by:

- Identifying critical and emerging human service needs through qualified assessments.
- Generating financial resources in a manner which is responsive to both donor and community needs.
- Managing and allocating resources for maximum efficiency and accountability.
- Responding appropriately to existing needs with an emphasis on preventative measures whenever possible.
- Promoting volunteerism and leadership development to support the human services network

Values

United Way of St. Clair County has adopted the following values as the base upon which all organizational decisions are screened:

- Valuing diversity in governance, operations, and allocations with donor representation in all decision-making processes.
- Helping families and individuals to help themselves by focusing on preventative solutions wherever possible.
- Promoting the development of community-wide collaborative and cooperative services.
- Assuring the highest levels of accountability by maintaining a standardized and impartial relationship with all service providers.
- Fostering a spirit of caring and social responsibility in individuals & employers.

