



United Way of
Southwestern Pennsylvania

Doing Good is Good Business





A Solid Investment with a Sound Return

For over 100 years, United Way has been paying strong dividends for small and mid-sized businesses looking to have a greater impact with their charitable giving. As a United Way partner, businesses enjoy stronger employee engagement, increased visibility, networking opportunities, and most importantly—the ability to make a difference in the local community.

No one brings together the region's brightest thought leaders like United Way. Corporations, small businesses, foundations, government, and human services come together to identify and solve the most pressing problems affecting the lives of local people. Alongside our donors, volunteers and local leaders, we drive long-lasting change that improves the well-being and financial stability of our neighbors which, in-turn, boosts our economy. And that's good business.

Giving Back is Everyone's Business.

United Way makes it easy to get involved with turn-key programs including volunteerism, sponsorship, leadership opportunities, networking, and employee campaigns. We tailor your experience so that you and your employees can have a direct impact on the things you care about most.

Believe

You Will
Change Lives



United Way of
Southwestern Pennsylvania

You Will Change Lives

Whether you have one employee or hundreds, you can make a difference. With your help, we can feed one hungry person, keep a roof over a family's head, or help a senior make it to the doctor. When you improve just one life, you've made an impact. No matter where you start with United Way, you are helping to make our community stronger.

WHO YOU HELP



Children & Youth

We believe that with the right resources and support, children can grow into whoever they want to be. Every child deserves a bright future. That's why our programs prepare children and youth for success in school and beyond.



Financially Struggling Families

Sometimes families face the unexpected. An early helping hand can be the difference between a short-term set-back and a major life crisis. United Way helps bridge the gap, by keeping the lights on, preventing hunger or homelessness, providing transportation, helping to secure employment, or connecting families with other support.



People Living with Disabilities

We believe people living with disabilities deserve the right to live with respect, dignity, and independence. United Way is working hard through programs, advocacy, and changes to human services to ensure that people living with disabilities lead fuller lives in the community.



Seniors

We believe seniors should live with dignity and independence for as long as possible. That's why United Way assists seniors with things like food, transportation, and companionship. The simplest things we take for granted everyday have the power to transform a senior's life.



Women Experiencing Crisis

Thousands of women in our region are struggling for the first time due to a health diagnosis, divorce, the death of a spouse, lost job, or other crisis. United for Women offers short-term financial assistance so women can get back on their feet and avoid the cascading effects from loss of income or escalating expenses.



Veterans & Their Families

Many returning veterans have challenges gaining employment, addressing mental health or disability issues, and may face the prospect of homelessness. Mission United is an initiative that helps thousands of returning heroes to be healthier and more financially stable members of our community.

Evaluate

Company Social Responsibility Assessment



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Company Social Responsibility Assessment

Complete this short assessment. Your United Way Support Representative will tailor a program based on your unique goals.

1. How many employees do you have?

2. What are your current giving strategies (donations, sponsorships, volunteering, etc.)?

3. What causes do you currently support as a corporation?

4. What are three things that you know about United Way?

5. What team-building activities do you do?

6. What are your philanthropic goals?

(RATE EACH GOAL A 1-5 IN IMPORTANCE, 5 = MOST IMPORTANT, 1 = LEAST IMPORTANT)

Create greater visibility for our company in the community	1	2	3	4	5
Demonstrate our commitment to employees and recruits	1	2	3	4	5
Focus our giving on a cause we care about most	1	2	3	4	5
Network with other businesses	1	2	3	4	5
Enhance our company's reputation among our customers	1	2	3	4	5
Deliver in-kind services	1	2	3	4	5
Find employee leadership opportunities (board, committees, groups)	1	2	3	4	5
Mobilize employees to financially support a cause	1	2	3	4	5

7. I am interested in United Way's online giving and volunteer coordination tools for easy participation. (circle one)

YES NO DON'T KNOW

8. What is your timeline for implementing new company volunteer and giving strategies?

9. Are you the only one involved in the decision-making process? Who else?

shine

Benefits to
Business



United Way of
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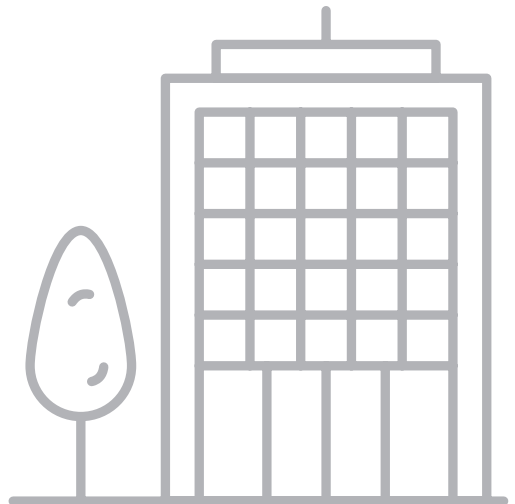
Benefits to Business

Social causes are an important business strategy for companies of all sizes. Your philanthropy and community engagement signal your commitment to the local area that sustains your business. And, social responsibility matters now more than ever.

When you partner with United Way, you will:

- Create strong **visibility** and recognition for your brand
- Lift employee **morale** by rallying around a shared cause
- Increase **employee engagement** through meaningful **team-building** volunteerism
- Be more attractive to **job candidates** or **new customers** who care about social causes
- **Forge valuable connections** with other business leaders in the community—opening new doors for **business development**
- Engage employees in **leadership opportunities** at all levels in your organization

United Way business partnerships are designed with you in mind. United Way makes it easy to make a significant impact. Your United Way representative can customize a giving plan that aligns with your interests. For over a century, United Way has been bringing businesses together as a force for good. Now is your opportunity to join the movement.



United Way's
Enterprise Network

Connect



United Way of
Southwestern Pennsylvania

United Way's Enterprise Network

A Giving Community for Companies with Under 100 Employees

United Way's Enterprise Network is a group of small businesses that work together to have a large, collective philanthropic impact on the community. This program was designed with you in mind, to help connect to the needs of the community and to provide connections to larger companies that can help raise your visibility.

As a member, you'll receive:

- Access to exclusive United Way events
- Access to Enterprise Network events to network, learn and serve with other small businesses and larger United Way corporate partners
- Opportunities to serve on United Way committees with other corporate leaders
- Access to volunteer activities
- Recognition through United Way communications

To become a member:

- Contribute a minimum of \$50 per employee, through any combination of corporate gifts and employee donations

If you're looking to become more connected to our community, meet new people, and are ready to make your mark, consider joining United Way's Enterprise Network.



EMERSON

Three Ways
to Give

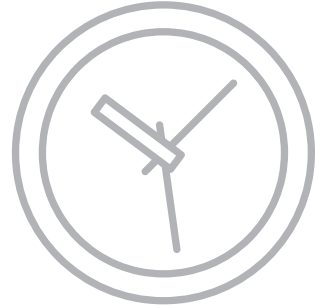


United Way of
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Three Ways to Give

Time

Engage employees in meaningful volunteer activities that provide an opportunity for bonding, team building and increased company loyalty.



Talent

Lend your knowledge and experience by serving on one of United Way's many committees with other business and community leaders.

Financial Support

Provide a corporate gift or engage employees in a workplace fundraising drive. Donations can be chosen to align with your company's philanthropic goals while allowing your employees to direct funds to areas of personal interest. You may also consider paid sponsorship at a United Way event which helps direct more dollars back into community programs.



To start building your charitable giving plan, please contact:

Alissa Rudolph
alissa.rudolph@unitedwayswpa.org
412-456-6750

MOBILIZE

Workplace
Campaigns



United Way of
Southwestern Pennsylvania

Workplace Campaigns

Rally your organization and empower your employees to make an impact in their community. Help neighbors in need through a United Way workplace campaign—an organized, company-sponsored fundraising drive where employees are encouraged to contribute to the issues they care about most.

The power of campaigns:

- Galvanizes your team and builds comradery
- Educates employees about issues in the local community
- Provides flexibility for employees to give to causes they care about
- Creates a bigger collective impact on the lives of local people in need

Your United Way representative can share ideas and best practices to make your campaign a success, including:

- Use of the United Way online giving tool, U-pledge for Good, to set-up your personalized online giving campaign—making it easy for employees to donate
- Access to marketing and communication resources available to communicate the powerful effect that donations and volunteerism have on our local community
- Tools to hold a kick off meeting to communicate your corporate mission, giving strategy and cultural values
- Information on how to share a one-time gift or give through regular payroll deductions



LEAD

Success
Stories



United Way of
Southwestern Pennsylvania

Success Stories



Covestro

“At Covestro, we know that we are very fortunate, and we recognize that there are many people in need right here in Southwestern Pennsylvania. We choose United Way every year because this organization is truly making a difference in the community where we live and work. We know that being a good corporate citizen is important for attracting top talent. It is also incredibly important to our employees who appreciate the opportunity to join together to give back. We believe in United Way, as a four-star rated charitable organization, and they are well-aligned with our goals to help make our region stronger.”

— JERRY MACCLEARY, CEO



Hefren-Tillotson

“We have found so many benefits from our partnership with United Way over the years, and these benefits have multiplied. Through leadership groups such as Tocqueville, Women’s Leadership, and the Bridges Society, there have been many opportunities for our staff to network, volunteer, and learn about the impact of their contributions to United Way. We appreciate the fact that United Way provides ways for people to volunteer and support people in need, beyond financial contributions. These experiences provide important perspective. Relationships we have made through involvement with United Way have contributed to the growth of our business. Finally, our workplace campaign has also provided opportunities for leadership development within Hefren-Tillotson.”

— KIM FLEMING, CEO



ECHO Realty

“ECHO Realty’s longstanding relationship with United Way is very important to us. Each year I champion our Workplace Campaign by personally addressing our staff at a kickoff event that emphasizes giving back to the communities where we live and work. Over the past two years, we have had 100% participation in our Pittsburgh, Washington, D.C. and Indianapolis offices. ECHO’s involvement with United Way has benefited our company culture. A greater sense of teamwork has been created as we pull together helping local people in need. Year after year our employees continue to embrace and support the good works of United Way of Southwestern PA, and we couldn’t be prouder.”

— TOM KARET, CEO



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