<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45</td>
<td>Breakfast; Meet &amp; Greet</td>
</tr>
<tr>
<td>8:10</td>
<td>Welcome &amp; Introductions: UWWC CEO/President (Pam Bryant) and Board Campaign Chairman (Ross Taubman/Tom Sayers)</td>
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<tr>
<td>8:20</td>
<td>Q&amp;A with Employee Campaign Leaders</td>
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<tr>
<td>8:45</td>
<td>Restroom Break</td>
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<tr>
<td>8:55</td>
<td>United Way Partner Agency Panel</td>
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<tr>
<td>9:25</td>
<td>Snack Break</td>
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<tr>
<td>9:35</td>
<td>Employee Campaign Manager Workshop</td>
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<tr>
<td>10:30</td>
<td>Q&amp;A; Thank you to sponsors and participants!</td>
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</tbody>
</table>
Why We Exist and the Value We Add

Our Mission:
Improving people’s lives by mobilizing the caring power of communities.

Our Strategic Positioning:
We serve as strategic stewards entrusted with the responsibility of multiplying resources that optimize impact.
Accelerating Education

- There are 27,000 teens in Tennessee not in school and not working*
- 86 out of 95 children were proficient on kindergarten readiness assessments

4,940 children/youth received mentoring, tutoring or advocacy support

71% of children and youth reached milestones and progressed at age-appropriate levels

*Tennessee Commission on Children and Youth -- datacenter.kidscount.org/TN
Together, we help children and youth succeed and advance to the next grade.

- **ARC of Williamson County**  
  Student advocacy

- **Boy Scouts of Middle TN**  
  Behavioral and skill development

- **Boys & Girls Club of Middle TN**  
  Youth development, mentorship

- **Community Child Care Center Inc.**  
  Child development, early education

- **FiftyForward**  
  Tutoring, early education
Expanding Financial Stability

Hunger is a reality:

- In Tennessee there are 315,000 children living in poverty*

- In Williamson County, 4,287 individuals received help to remain in their homes or to find shelter

11,511 individuals received job skills training, food, supplies, or financial resources

36% of 329 individuals achieved their employment goals within a year

*Tennessee Commission on Children and Youth -- datacenter.kidscount.org/TN
Our Financial Stability Programs

Basic Needs:
- GraceWorks Ministries – Food pantry, shelter/housing assistance
- Legal Aid Society of Mid TN & the Cumberlands – Free legal services
- Second Harvest Food Bank – Hunger prevention, partner agency program

Education/Employment:
- Begin Anew – Adult literacy, education, and mentorship for men and women
- Center for Living and Learning – Vocational training
- Mid-Cumberland Human Resource Agency – Youth employment initiative

Housing:
- Community Housing Partnership – Owner occupied rehabilitation, homelessness
Health affects all facets of life – from independence, to school and work attendance/performance, to potential for success, to lifespan

➢ In Tennessee there are 71,000 children without health insurance*
➢ 20,000 teens in Tennessee abuse alcohol or drugs*

12,528 individuals accessed healthcare, counseling and/or therapy services

86% of these children and adult’s immediate health needs were addressed

*Tennessee Commission on Children and Youth -- datacenter.kidscount.org/TN
With your support, we help the elderly, disabled, and medically fragile remain independent.

- **Center for Living and Learning, Inc.**
  Mental health, residential program

- **FiftyForward**
  Aging in place, senior centers and programs

- **Mid-Cumberland HRA**
  Homemaker program, Meals on Wheels

- ** WAVES Inc.**
  Adult Day
Our Health Programs Cont’d...

Your gifts help advocate and care for at-risk youth, and assist children and youth with disabilities.

- **High Hopes Development Center** – Pediatric therapies, education, family support
- **My Friend’s House Family & Children’s Services** – Residential program, mentorship
- **STARS** – Student assistance, Kids on the Block
- **Tucker’s House** – Home assessment and retrofit
- **WAVES** – Early childhood learning/development
- **Williamson County CASA** – Child advocacy
United, we assist individuals and families in crisis.

- **American Red Cross** – Disaster services, Armed Forces
- **Bridges Domestic Violence Center** – Advocacy, safety
- **Oasis Center** – Emergency shelter
- **Sexual Assault Center** – Clinical services and support
- **The Refuge Center for Counseling** – Counseling services
- **STARS** – Children in divorce/bereavement
- **Tennessee Poison Center** – Poison help hotline
With your help, we provide access to healthcare and mental health services.

- **Interfaith Dental Clinic**
  Affordable dentistry

- **Mercy Community Healthcare**
  Primary care for the uninsured

- **Mid-Cumberland HRA**
  Long-term care ombudsman

- **Nurses for Newborns of TN**
  In-home nurse visits and support
The Donor Relations team will:

- Discuss your campaign plans
- Share ideas for special events
- Provide all needed campaign materials
- Secure agency tours and Lunch & Learns
- Provide presentations for kickoff meetings
- Provide touch points throughout campaign
- Attend all campaign activities
Employee Campaign Managers should:

- Meet with your United Way account manager to discuss the company goal and plan
- Plan and conduct a workplace giving campaign
- Meet one-on-one with CEO (or highest level manager) to ask for their campaign support and endorsement
- Recruit a team, brainstorm, and encourage creativity
- Determine incentives for participation
- Schedule an “employee kickoff activity” with speakers that include your CEO/President, ECM, and United Way staff
- Plan year-round special events
- Engage employees in a community volunteer activity
What to Do?

6 – 8 weeks prior to campaign kickoff:

- Review strategy and results from last year’s campaign. What worked? Areas of improvement?
- Meet with your CEO and or senior manager to enlist their help in championing the campaign
- Identify your campaign dates
- Schedule your first campaign committee meeting
- Develop your fundraising goal strategy
- Prepare incentives
- Invite your team to campaign meetings
- Setup the ePledge campaign (if appropriate)

✓ Attend the United Way ECM Workshop
2 – 4 weeks prior to campaign kickoff:

- Leadership breakfast and/or other company group meetings scheduled
- Agency tour(s) secured
- Lunch & Learns scheduled
- United Way staff confirmed to speak at all kickoffs
- Food secured (if applicable)
- Kickoff meeting room confirmed
- Strategy to publicize campaign (e.g. newsletter, email, social media, signage, flyers, etc.)

✓ Campaign supplies in hand
Incentives

- Coupons and gift certificates
- Dress down day(s)
- Lunch or dinner with C-suite management
- Movie or sports tickets
- Mugs, t-shirt, key chains, etc.
- Prime parking space(s)
- PTO – hour, half day, full day
- Sleep in late or leave early day(s)
- First 50 to turn in pledge
  - Name put in drawing for prize(s)
- One-hour gift
  - For donating just one hour’s pay per pay check, you will receive 5 chances to win the grand prize

Special Events

- 5K or other fun run/walk activity
- Bake sale
- Chili cook-off
- Corn hole tournament
- Costume contest – perfect for October campaigns!
- Cubicle decorating contest
- Department competitions
- Ice cream social
- Money booth
- Pancake breakfast
- Penny wars
- Pie-in-the-face
- Silent auction
- Tricycle or sack race
- Yard sale
Leadership Levels

- Eagle Givers ($500–$999)
- Robertson Association ($1,000–$4,999)
- Cockrill Chapter ($5,000–$9,999)
  - Step-up Program: 1st year $2,500 --- 2nd year $3,500 --- 3rd year $5,000
- Tocqueville Society ($10,000+ annually)
  - Step-up Program: 1st year $5,000 --- 2nd year $7,500 --- 3rd year $10,000
During and after campaign kickoff:

- Have fun, fun, fun!
- **Communicate campaign activities** with United Way and via your social media/communication platforms
- Post campaign results throughout campaign in your office and social media/communication platforms
- Plan a **thank you** celebration
- Post campaign, schedule a follow-up meeting with your United Way contact
Year-round Involvement

- **Volunteer Center**
  - Annual *Day of Action* (held in June on summer solstice)
  - Annual *Days of Caring* (September 12 and 13)
  - Year-round volunteer opportunities available
  - Programs: Raise Your Hand Tutoring and VITA Free Tax Prep

- **Community Investment Panels**
  Comprised of 70+ volunteer citizens

- **Agency Tours** and/or **Lunch & Learns**

- **Emerging Leaders United**
  A leadership and professional development team

- **Patricia Hart Society**
  A women’s initiative – Membership $50/year

- **Youth Advisory Council**
  A teen leadership program
A Collaborative Partnership

Benefits to you:

- Develop leaders in your company
- Provide team-building opportunities
- Facilitate and publicize your community support
- Increase employee loyalty
Community Investment Fund
Supports 27 partners that provide 42 community programs

2019-2020 Community Investment Fund

- **Education**: $327,500 (18%)
- **Financial Stability**: $234,800 (12%)
- **Health**: $1,287,761 (70%)

Total Investments: $1,850,061
Q: What is required when conducting a United Way campaign?

A: Generally, companies offer their associates the opportunity to give through payroll deduction, which would be coordinated with their Human Resources department.

We can tailor campaigns to meet the needs of each company with:

- Pre-scheduled 10–15 minute presentations with company
- United Way and agency speaker at company meetings (5–25 minutes)
- Lunch & Learns
- Agency tours to see programs, services, and sites
- Hands-on volunteer activities
Frequently Asked Questions

Q: My employees live in several different counties so why partner with United Way of Williamson County?

A: Employees can give to the local community of their choice by simply indicating their wishes in writing on their pledge card. This ensures your gift will be used to help your local community.

Q: Does United Way Worldwide set the policy for my local United Way?

A: No. Each United Way is separate than the other and has its own Board of Directors that governs United Way policy and decision-making in their local community. Local volunteers, who are passionate about the community, make all community investment decisions and determine how to best allocate the Community Investment Fund to United Way partner agencies.
Q: What is United Way of Williamson County’s overhead rate?

A: Our overhead rate has averaged 14.8% for the past three years.

Q: Who decides where the campaign contributions go?

A: Local volunteers-- knowledgeable of community needs-- visit United Way agencies to learn more about their programs and services, and then they determine how to best allocate and maximize the impact of contributions for the benefit of the community.

Q: Who should I call if I, or one of my employees, need help?

A: Dial 2-1-1 for assistance and a trained community specialist will be happy to refer you to a local agency that can help you.
Frequently Asked Questions

Q: Does United Way fund Planned Parenthood?

A: We do not funded any Planned Parenthood programs, nor have they been a partner agency with our organization. Gifts to United Way of Williamson County do not go to Planned Parenthood—unless a donor designates otherwise.

Q: What about United Way’s local and worldwide Executive compensation?

A: The performance of United Way of Williamson County’s President/CEO is reviewed annually, and compensation is determined by our Board of Directors.

Each Local United Way (LUW) remits a 1% membership fee to United Way Worldwide (UWW). The fee is either paid by the LUW, or corporate or foundation grants. Compensation for UWW executives is overseen by the Executive Compensation Committee of the board of trustees—which ensures that compensation falls within a reasonable range of competitive practices for comparable organizations, including other large, nationally-recognized charities.
Get Social with United Way

- **Facebook**: @UnitedWayWilliamsonCountyTN
- **Instagram**: @unitedwaywc
- **LinkedIn**: United Way of Williamson County TN
- **Twitter**: @UWwilliamsonCo

- **Website**: uwwc.org
  - eNews sign-up available on website

See campaign/social media assets on flash drive.
Get Social with United Way

365 days a year – Be sure to:

- Follow us from your personal and/or company social media accounts
- Share your campaign activities and results with the community
- Tag/mention us in your campaign and/or community-related posts
- Express why the United Way partnership is important to your team
- Express your passions (e.g., health, education, financial stability)
- Post “in the moment” videos and photos
- Highlight your volunteerism and corporate citizenship
- Use United Way hashtags: #LiveUnited #UnitedWeWin #PartnersLiveUnited #JointheFight
We Appreciate Our Sponsors!

Special thanks to:

- Publix Super Markets
- Liberty Financial
- Starbucks
- Macy’s
- Belk
- Play It Again Sports
- Title Boxing Club
THANK YOU FOR PARTNERING WITH US!
#LIVEUNITED | JOIN THE FIGHT