BENEFITS OF RUNNING A CAMPAIGN

UNITED WAY of the Plains



Investing in United Way through a corporate gift and employee campaign is an investment in your business, your employees, and our community.

Benefits for Your Company

- **Boosts morale:** Employees come together for fun, meaningful activities that promote workplace pride.
- **Community leadership:** Running a campaign shows employees and customers you care about the community. Partnering with United Way helps establish or enhance current corporate social responsibility plans.
- **Corporate recognition:** Companies are recognized in events, media, and materials. Campaigns highlight a company's commitment to community and enhance public image.

Benefits to Your Employees

- **Meaningful giving:** Payroll deduction makes it easy to give, and every dollar stays local.
- **Leadership opportunity:** Workplace campaigns are employee-led, offering chances to plan, lead, and collaborate.
- **Tax benefits and awareness:** Donations are tax-deductible, and employees learn about local United Way resources for themselves and their families.

Benefits to Our Community

- **Local focus, wide reach:** United Way funds stay in the region, supporting vital health and human service programs across south-central Kansas.
- **Efficient organization:** For every $1 invested, United Way generates $2.73 worth of impact though grants, volunteer hours, distributed goods, and tax refunds.
- **Collaborative power:** From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way mobilizes our community to action so everyone can thrive.

For more information on starting a workplace campaign or for assistance with your campaign, please contact Jessie Gorges-Sawhill, Director of Philanthropy, at jgorgessawhill@unitedwayplains.org or (316) 267-1321, ext. 4101.