

NOW is the time to **LIVE UNITED!** Benefits of Running a United Way Campaign



United Way
of East Central Iowa

When you give to United Way of East Central Iowa, you help build strong families and communities by helping those most in need. UWECI helps children start strong, youth grow strong and families stay strong by focusing on the basic foundations for a better life – quality education, adequate income and better health.

What are some of the benefits to your company when you support United Way?

- **Community Relations/Enhanced Corporate Image**
Market research shows that customers are more likely to purchase goods and services from organizations that support their local community. Supporting United Way shows that your organization is committed to making an impact in our community.
- **Agency Education**
Many people are unaware of the programs that our network of 38 nonprofit agencies provides to area residents. Running a campaign gives your employees the opportunity to learn about the resources available to those right here in east central Iowa.
- **Community Volunteer Opportunities**
United Way of East Central Iowa brings volunteers from local companies and organizations together to complete service projects at nonprofit agencies through our annual Day of Caring, giving your employees a hands-on opportunity to give back! We also provide an online volunteer resource called Corridor Volunteers, www.corridorvolunteers.org, where individuals can search for local, regional and statewide opportunities that match their interests.
- **Enhanced Employee Relations**
Running a campaign can humanize the corporate machine as employees work to better their community and spread the message that we can do more together! Participation on a United Way campaign committee can help build teams of strong leaders within your company and boost morale as employees learn to set goals to achieve positive results.
- **Financial Benefits**
Companies and employees can receive tax deductions/credits for charitable gifts.
- **Positive Feeling of Giving Back**
No gift is too small. When all of us do our part we can make a difference and create opportunities for a better tomorrow.

For more information on how your company can run a United Way campaign, please visit us online at www.uweci.org.