

MAKE CHANGE HAPPEN

Each year, United Way of York County (UWYC) relies on Campaign Associates (formerly called Loaned Executives) to support approximately 120 campaigns at businesses, non-profits, school districts, and municipalities. This team helps to minimize our fundraising costs, increasing the resources that go directly to community problem-solving, and expand our capacity to develop revenue from new and existing sources. Campaign Associates (CAs) play a critical role in educating donors and raising funds to support investments in our community.

By providing or sponsoring a Campaign Associate, you make it possible for United Way of York County to create needle-moving change through community investments. Campaign Associates serve as the foundation of a successful Community Campaign. **You can support UWYC by offering a partial or full (\$8,500) CA sponsorship.**

BENEFITS FOR:

Your Business

- Increase the number of employees with leadership potential.
- Increase your company visibility and corporate image.
- Reduce internal training expense.

Your Employee

- Develop leadership, sales, management and presentation skills.
- Enhance communication, problem solving, and team building skills.
- Make valuable business connections and enhance relationship building skills.
- Gain insight into community needs and resources.

Our Community

- Maximizes volunteer efforts while minimizing fundraising expenses.
- Heightens community-wide awareness of local needs.
- Generates civic responsibility and a new generation of leaders for United Way, local workplaces and community partners.



"When asked to think of an associate who would be able to represent Hannaford as a United Way LE, Kristen Carll immediately came to mind. As a promising future leader, she possessed the right mix of enthusiasm, organizational skills, and teamwork to step in and make an immediate impact, while proving to be an even more effective problem solver and communicator upon her return. I am pleased to share Kristen was recently promoted to the role of Baker Manager at the Well store! Her time as an LE helped showcase an outstanding partnership between Hannaford and United Way, while allowing her to thoughtfully share the goals of a cause she had a great passion for."

*Dave Couture, Store Manager,
Hannaford—Wells*

GOOD CAMPAIGN ASSOCIATES ARE...

- Talented employees with leadership potential
- Employees in transition from one role to another
- Individuals with fundraising/sales backgrounds
- Seasoned employees looking for a fresh perspective
- Recently retired employees
- Individuals with an ability to commit to 13 weeks of work beginning August 25 through November 21
- Those with a passion for working with the community

We invite you and your business to be part of the change.

Together, UNITED, we can inspire hope and create opportunities for a better tomorrow.

Special Thanks to our 2014 CA/LE Sponsors

- Hannaford Supermarkets Kennebunk Savings
- Pratt & Whitney Saco & Biddeford Savings Institution
- Sanford Institution for Savings Southern Maine Health Care
- Unum York Hospital

To find out more, contact:

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United
Way

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of York County