ENERGIZING YOUR BUSINESS THROUGH A CULTURE OF GIVING

MAKING CORPORATE PHILANTHROPY EASY
Research has proven that businesses with a defined commitment to community involvement perform better than those that do not.
8 out of 10 Americans have a more positive image of businesses who support a cause they care about.
83% of consumers would switch brands or retailers when a company is linked with a good cause.
81% of employees say they weigh an organization’s contribution to social causes when they choose where to work.

THE UNITED WAY ADVANTAGE
Credibility
United Way of York County (UWYC) is a leader at bringing people and resources together to effect long lasting changes in the community conditions that improve lives. The dollars invested in the community through funded programs and initiatives go through a rigorous vetting process to ensure the best use of donor dollars, including an annual eligibility and community review. The dollars that are invested through our local community impact and volunteer projects that align with our strategic plan ensure that we move the needle on creating positive change in York County. UWYC is going through the process to become accredited by the Better Business Bureau, meaning we meet all 20 of their new charitable accountability standards.

Convenience
Donating to UWYC is quick and easy through payroll deduction or one-time gifts. UWYC campaigns allow you and your employees to support strengthening the York County community as a whole, without multiple solicitations throughout the year.

Customizable
We will do all of the organizing and create a plan that works for your business. At UWYC, we customize our approach to meet your needs and philanthropic goals.

WAYS TO PARTNER WITH UNITED WAY OF YORK COUNTY

#1 **GIVE: Workplace Campaign:** A workplace campaign brings fun, morale-building activities that provide your entire staff with an easy, affordable way to give back to their community through payroll deduction giving and/or special fundraising events. No matter the size of an employee’s gift, when combined with the thousands of other donors across the county, a powerful impact is created in our community.

#2 **GIVE: Tax-deductible Corporate Gift:** Match employee giving or make a donation on behalf of your business. Businesses that have fewer than 20 employees and give at least $365 a year will receive membership to our LIVE UNITED 365 Small Business Circle, complete with a number of member benefits. Learn more about the different levels and ways to give at buildcommunity.org/community-campaign

#3 **GIVE: Event Sponsorships / In-Kind Donations:** Maximize the visibility of your partnership with United Way of York County and capitalize on co-branding opportunities with the area’s leading nonprofit.

#4 **Volunteer: Volunteer Opportunities:** UWYC can connect you and your staff with volunteer opportunities that are customized based on your interests and community-wide volunteer activities like Day of Caring.

#5 **Advocate: Join a Committee:** UWYC can provide your organization and employees the opportunity to take on leadership roles, engage in team building, and grow morale, all while making our community stronger.
**BENEFITS OF PARTNERING with UNITED WAY OF YORK COUNTY**

The money you raise here stays here in York County, directly improving lives in our community. A healthy & strong community means a healthy & strong economy.

Get maximum return on your investment, as a community member and business owner. We offer the most efficient and accountable way to make a positive difference in our community. Not only does UWYC get results by bringing industry, government, & nonprofits together to solve complex issues; we also give your company networking opportunities, public recognition, & visibility to set your business apart.

**QUICK FACTS ABOUT OUR WORKPLACE CAMPAIGNS**

Our Workplace Campaigns are not one size fits all. Working with you, we customize a campaign that works for your employees, based on your corporate & philanthropic culture.

Running a Workplace Campaign adds no stress on your accounting staff or HR team. UWYC staff acts as an extension of your HR team, doing the legwork and offering communications to employees, from start to finish. Simply provide the forum and scheduling. We work with you to seamlessly integrate payroll deductions and other logistics.

Take it to the next level. Up your impact by holding special events, providing employee incentives or hosting a Leadership giving campaign.

**WHERE YOUR DOLLARS GO**

The United Way of York County is an independent 501(c)(3) non-profit. We are operated by our own Board of Directors and serve the people of York County.

Simply put, money raised here stays here to make the greatest possible impact in our community. Dollars invested in the community are distributed based on our Strategic Plan goals to ensure that we move the needle on creating positive, lasting change in York County.

All community investments undergo a review by the Eligibility Committee and Community Review Team, both analyzing community needs and program funding requests. Committee members are volunteers from York County and represent the business, nonprofit and community volunteer sectors.

A listing of UWYC’s investments in the community can be found at buildcommunity.org/annual-reports.

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**GIVE. ADVOCATE. VOLUNTEER.**

**WE INVITE YOU AND YOUR BUSINESS TO BE PART OF THE CHANGE TOGETHER, UNITED, WE CAN INSPIRE HOPE & CREATE OPPORTUNITIES FOR A BETTER TOMORROW**

To find out more, contact: Lauren Anderson, Manager of Resource Development 207-985-3359, landerson@buildcommunity.org www.buildcommunity.org