



**UNITED WAY**  
Greater St. Louis

## COMMUNITY CAMPAIGN TALKING POINTS FOR NEW HIRES

### DONATE, VOLUNTEER AND GET INVOLVED

- Discuss your organization's Corporate Responsibility/Volunteer policy, how United Way aligns with these and opportunities to get involved.
  - Discuss your organization's focus/impact areas, and how United Way aligns with these.
  - Does your organization offer paid time off for employees to volunteer?
  - Are group volunteer projects offered throughout the year?
  - Are staff volunteer hours tracked?
- Share what you love about your company's involvement with United Way:
  - Talk about why it is important to your company to support United Way, the history of the partnership, and how long your organization has participated in the United Way Campaign.
- The fall United Way Campaign is a focused effort to raise dollars, helping solve critical problems our community faces. The money raised during this campaign supports a strong network of quality nonprofits and services to help change lives in our community. The needs of our region are complex and interconnected, and not one nonprofit or program can fix it all. Together, United Way's nonprofit partners strengthen our regional safety net, so no one slips through the cracks.
- If your new hire expresses interest in your organization's United Way Campaign or asks a question, below is formation you can share:
  - Talk about your organization's annual United Way Campaign, and how its kickoffs and/or wraps up each year.
  - If your organization hosts unique events or other campaign activities each year, mention those.
  - Does your organization set a campaign goal each year (a dollar amount goal, participation goal, etc.)?
  - Talk about why it is important to your company to support United Way, the history of the partnership, and how long your organization has participated in the United Way Campaign.
- Discuss whether your organization sets a campaign goal around a dollar amount and participation.

## COMMUNITY CAMPAIGN TALKING POINTS FOR NEW HIRES

- Let the new hire know that they do not need to wait until your organization's annual United Way Campaign to make a pledge-they can start making a difference right now by filling out a pledge card as they complete payroll and benefits enrollment paperwork.

## HOW DO WE HELP THE COMMUNITY?

### WE STRENGTHEN OUR REGION

- We unite people, resources, and funding to help build strong and equitable communities where everyone can thrive.
- One million people in our area are helped each year by United Way-supported nonprofits-that is 1 in 3 people in 16 counties throughout Missouri and Illinois.
- We focus on 5 impact areas: basic needs, early childhood and youth success, jobs and financial mobility, health and wellness, and community stability and crisis response.
- We help with immediate basic needs such as food, shelter, and transportation and long-term support such as youth programming, education, job training, and counseling.
- We connect people with causes close to their hearts and inspire them to roll up their sleeves and give back to the community.
- This is more than a fundraising campaign. Together we are a movement.

## WHY IS THE UNITED WAY OF GREATER ST. LOUIS CRITICAL TO OUR COMMUNITY?

### WE EMPOWER PEOPLE

- Without United Way funding, some organizations would not have the ability to help as many people. This is why the United Way Community Campaign is so important – your support means continued funding for more than 160 nonprofits and services like the 211 helpline, financial stability initiatives, and racial equity programs.
- Over the past century, our local United Way has raised \$3 billion to support the community.
- Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community.
- The need in our region is still great. The top requests are for housing, utility assistance, and food resources.
- Forty-three percent of all households in the St. Louis region do not have the monthly income to meet their basic needs- necessities like rent, utilities, food, medical expenses, and transportation.
- Over 400,000 of those served by United Way programs and partners are children and youth.
- Ninety-three percent of United for Families (UFF) participants created a plan for their family to stabilize and thrive.



## COMMUNITY CAMPAIGN TALKING POINTS FOR NEW HIRES

- Share information about the impact a gift to United Way of Greater St. Louis can make in the St. Louis community:
  - A monthly gift of just \$5 to United Way provides formula to one infant for a month.
  - A one-time gift of \$25 provides 100 meals to low-income children, families, and seniors.
  - An annual gift of \$500 provides 10 hours of employment training or job coaching to an unemployed or underemployed neighbor.

## WHY DOES COLLECTIVE GIVING MATTER?

### WE AMPLIFY IMPACT

- We provide over 44 million dollars in funding to 227 agencies across the region. (This includes safety net, targeted, and systems change.)
- We answer over 200,000 calls for help each year through United Way 211, a free resource, available 24/7 to find providers, programs, and services for those in need.
- Broadened the availability of behavioral health resources for children and families in Missouri and Illinois through a \$400,000 focused allocation from our Regional Investment Committee.
- We helped over 160,000 households across the region gain access to essential resources.
- Awarded more than \$775,000 to nonprofit agencies for the Targeted Funding Pool focusing on emerging and emergency initiatives.
- Infused an additional \$6.5 million into the local community through state partnerships in Missouri and Illinois.

