

ENERGIZING EMPLOYEES

through a Culture of Giving

LIVE UNITED

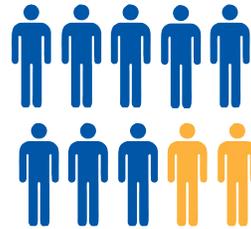


MAKING CORPORATE PHILANTHROPY EASY

Research has proven businesses with a defined commitment to **community involvement perform better financially** than those that do not.



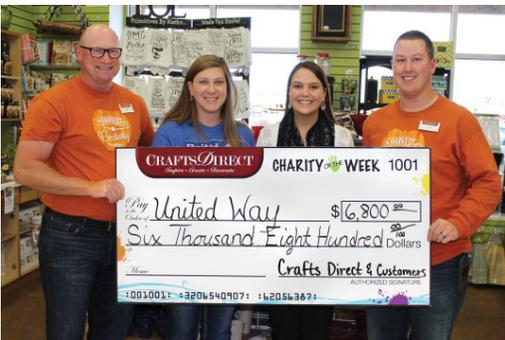
83% of consumers would switch brands if the brand was associated with a good cause.



8 out of 10 Americans have a more positive image of businesses who support a cause they care about.



81% of employees say they weigh an organization's contribution to social causes when they choose where to work.



WAYS TO PARTNER WITH UNITED WAY

#1 Workplace Campaign: These are fun, morale-building activities that provide your entire staff with an easy, affordable way to give back to their community. Campaigns also connect your employees with community resources and programs in case they or their loved ones ever find themselves in need.

#2 Corporate Gift: Match employee giving or make a tax deductible donation on behalf of your business.

#3 Event Sponsorship: Maximize the visibility of your partnership with United Way and capitalize on co-branding opportunities with the world's largest nonprofit.

#4 In-kind Donation: Make a gift of a product or service to use as an incentive for others to give or to help United Way distribute more donor dollars to the community.

#5 Volunteer Support:

United Way can connect your staff with volunteer opportunities, either customized based on your interests or during community-wide volunteer events such as Day of Caring.



UNITED WAY OF CENTRAL MINNESOTA ADVANTAGE

Credibility

Our investment agencies go through a rigorous vetting process to ensure the best use of donor dollars. United Way accelerates community-wide solutions that create positive change in Central Minnesota.

Convenience

Donating to United Way of Central Minnesota is quick and easy through payroll deduction or one-time gifts. United Way employee campaigns allow your employees to support numerous nonprofits at once without multiple solicitations throughout the year.

Customizable

At United Way, we customize our approach to meet your needs and philanthropic goals. A United Way campaign can easily be incorporated into your corporate wellness goals.

United Way of Central Minnesota

921 1st Street · St. Cloud, MN 56303

www.unitedwayhelps.org · 320.252.0227