

WE HELP PEOPLE

Because 90,000 households in Rhode Island are struggling to meet basic needs, we help families with the essentials.

We believe not only in helping people through an immediate crisis, but also in funding programs that help people develop the tools they need to provide for themselves and their families. And we provide one place for everyone to call when they need help.

We're all problem solvers.



Tina Donate
Benefit Specialist,
ADRC/The POINT

As soon as the call started, he was clearly upset, distraught, and on the edge of crying. The call was from a disabled young man, who had just returned from the pharmacy. He didn't have insurance and couldn't afford his anti-seizure medication.

I quickly saw that he was the perfect candidate for a program that lets you get your medicine for thirty days while your insurance is in process. I did a three-way call with the young man and the pharmacy.

It was successful and the young man was relieved. He thought he was going to have to go days or even months without his medicine.

He was actually eligible for Medicaid and Medicare, which meant he didn't have to wait for open enrollment so we helped him set up an appointment.

It's not always the case where there's a happy result and you immediately know that someone is helped. It's so nice when there is a solution. We can advise, we can refer, and give our best opinion, but when a particular program works, it's such a positive phone call and feeling. At the end of the call, he was so thankful. And was so happy that he had made the call.

I think we're all caregivers and helpers. We're all problem-solvers.

Many retired and elderly Rhode Islanders frequently call 2-1-1 for help negotiating issues with health insurance carriers, finding community care waivers that allow them to stay in their own homes, and applying for subsidies to help them afford the rising costs of prescriptions.



United Way of Rhode Island's fundraising and administrative costs are covered by the Rhode Island Charities Trust—our supporters can be assured that the money they donate directly helps people and programs in Rhode Island.
No donor dollars were used in the production of this publication.



Our donors gave millions to neighbors in need.

With your help, United Way of Rhode Island invested \$5,098,000 in more than 70 organizations through our Community Impact Fund. These dollars not only help people through an immediate crisis, but also help people develop the tools they need most to provide for their families. In July 2016, we announced the kick off of our new three-year grant cycle.



\$573,000 went toward Rhode Islanders struggling to meet basic needs.



\$874,500 moved many community members closer to calling someplace, home.

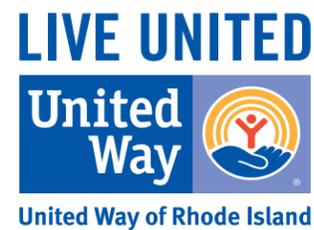


\$2,277,500 helped Rhode Islanders find new ways to support themselves and their families



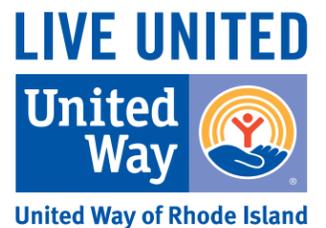
\$1,647,000 went toward helping Rhode Island children receive the well-rounded education they deserve.

From United Way of Rhode Island's 2015-2016 Community Impact Report (<http://www.uwri.org/communityimpact2015-16/>)



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2017-2018 Campaign Leaders' Guide



WELCOME

Everyone needs help sometimes. How do we know?

In 2007, 2-1-1, our direct helpline, received 39,000 calls asking for assistance with basic supports: food, housing, and health. In 2016? 195,344 calls.

We're in a unique position to know firsthand what Rhode Islanders need most. And after ten years of answering more than 1.6 million calls, it's the callers we can't help who stay with us the most. That's where you come in.

We believe all people deserve a safe, affordable place to call home, food, and a well-rounded education. And we believe in increasing opportunities for Rhode Islanders like yourself to help solve these social problems – with a focus on long-term change—through gifts of expertise, time, or money.

With your help, we're moving Rhode Island forward. Thank you for supporting our workplace campaign and doing your part to fund critical programs and urgent services for Rhode Islanders in need.

Sincerely,



Anthony Maione
President & CEO
United Way of Rhode Island



(Left to right) Trobel Bloe and Courtney Loscoe, campaign leaders at ATW Companies, with Tony Maione.

INTRODUCING MyFUND

A free MyFund account makes giving to your favorite charities quick and easy. Add funds, designate gifts, view and print statements all in one place. Consolidate your giving and rely on one tax receipt.

How it works:

- Pledge \$1,000 or more, online or through your workplace campaign.
- When you're ready, designate your funds to any verified 501(c)3 in the country, including nonprofits, places of worship, and schools.
- Get one tax receipt at the end of year that represents all of your donations, including appreciated stock.

MyFund is the donor advised fund available through United Way of Rhode Island. MyFund enhances the Philanthropy Account, with new benefits and an online, one-stop solution for charitable giving. Terms and conditions for this donor-advised account can be found at www.myfund.org.



CAMPAIGN TIPS

Top Campaign Tips: Best practices from seasoned campaign leaders.

- 1 Momentum often starts early and at the top:** When your organization's CEO and senior management team are among the first to give, others will follow the example they've set. Plan your campaign when you know your colleagues and company leadership will be most engaged.
- 2 Introduce a corporate match:** If your organization makes a corporate gift to UWRI, connect it to employee giving to create a challenge match, offering employees an incentive to give and have their donation "doubled."
- 3 Create excitement, everyone loves events and incentives:** Put the "fun" in fundraising with special kick-off events and incentives. One company gave donors who contributed \$1,000 or more (less than \$20 per week!) a day off, and increased leadership giving by 61 percent!
- 4 Make it personal:** A personalized ask, particularly from a friend or colleague, can be very powerful. Utilize personal connections and an individualized approach in emails and written communications.
- 5 Share progress and thank colleagues:** A successful campaign results from the hard work of many, and by thanking them again and again. Keep your colleagues updated on progress through email or place posters in highly visible areas.
- 6 e-Pledge (electronic pledging):** e-Pledge eliminates or significantly reduces the paper pledge forms usually used in the course of a campaign, relieving the burden of personalizing, distributing, collecting and totaling paper pledge forms. Contact your UWRI representative about setting up an electronic campaign.

Things you can do to support United Way of Rhode Island and spread our message.



- 1. Sign up for "The Latest"** (our monthly e-news) and share with your friends.
- 2. Visit and bookmark uwri.org/the-latest** to read our most recent news and to register for upcoming events.
- 3. Forward your favorite pieces from uwri.org/the-latest** using the "share this" buttons to the right with your friends.
- 4. Follow @LIVEUNITEDRI** on Facebook, Twitter, and Instagram; **UNITED WAY OF RHODE ISLAND** on LinkedIn; and **UNITEDWAYRI** on YouTube.
- 5. Like, Comment on and share our posts.**
- 6. Tag @LIVEUNITEDRI in your own original posts.**
- 7. Choose United Way of Rhode Island on Amazon Smile** when shopping online.

WHAT CAN A DOLLAR BUY?

Payroll deduction allows an individual to make a significant impact in the community.

Here's a sampling of what various giving levels could support through weekly payroll deduction:

- \$1** a week / \$52 year could help two families get their taxes done for free, putting money back in their pockets, using the Volunteer Income Tax Assistance program.
- \$3** a week / \$156 year could help a struggling family with emergency rental assistance, allowing them to stay in their home.
- \$5** a week / \$250 year could help 2-1-1 reach more people by sending the RV to a health fair or Veterans home.
- \$12** a week / \$625 could help pay the heat and electricity for an elderly neighbor.
- \$19** a week / \$1000 year could send one child to an amazing summer learning or afterschool program.
- \$39** a week / \$2028 year could support adult education and job training to put one Rhode Islander on a path to a better career.



There are many ways your gifts to the Community Impact Fund can change lives. Every dollar donated helps someone in Rhode Island.

Give to the Community Impact Fund today. Because when Rhode Islanders help Rhode Islanders, we get results.

CAMPAIGN TOOLS

You can count on your UWRI representative to provide you with all of the helpful information and tools you'll need to make your United Way campaign a success.

Visit www.uwri.org/volunteer/campaign-leaders to view and download:

- Campaign FAQ
- Campaign Leaders' Guide (*this guide*)
- 2017 CEO and Campaign Leaders Letters
- Campaign Themes, Activities and Ideas
- What Can A Dollar Buy?
- Campaign Video
- e-Pledge information
- United Way of Rhode Island Logo
- Branding Basics
- Social Media Kit
- Pledge Form (*English and Spanish*)
- Pledge Form Instructions (*English and Spanish*)

Information about
United Way of Rhode Island
United Way 2-1-1 in Rhode Island
Basic Supports

- Lifelong Learning
- Women's Leadership Council/Women United
- Young Leaders' Circle
- Tocqueville Society
- Keel Club
- Anchor Society
- MyFund

