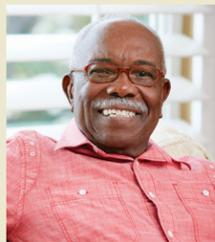


WE HELP PEOPLE

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—2-1-1.

We're all problem solvers.



After 25 years in the same Warwick apartment, Jerry sat alone in his kitchen staring at an eviction notice. His wife, who he married after returning from the Navy 50 years earlier, recently moved into a local nursing home due to her declining health—a week later Jerry's rent doubled.

The 2-1-1 call specialist put Jerry in contact with a housing counselor from the Rhode Island Office of Veterans Affairs.

Concerned, Jerry's neighbor called United Way of Rhode Island 2-1-1. The call center specialist spoke with Jerry to assess his needs: she learned he's a veteran, has a service-connected disability, and wants to stay close to his wife. The 2-1-1 specialist put him in contact with a housing counselor from the Rhode Island Office of Veterans Affairs.

Today, Jerry is doing well; his new apartment is more affordable and closer to his wife. They're able to spend even more time together—including their recent 51st wedding anniversary.

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.**



100%

United Way of Rhode Island's fundraising and administrative costs are covered by the Rhode Island Charities Trust—our supporters can be assured that 100% of the money they donate to the Community Impact Fund helps people and programs in Rhode Island.

No donor dollars were used in the production of this publication.

Giving back to our neighbors in need.

With your help, in the past year, United Way of Rhode Island invested \$4,692,820 in more than 50 programs through our Community Impact Fund. These dollars not only help people through an immediate crisis, but also help develop the tools they need most to provide for their families.



\$977,250 supported Rhode Islanders' access to safe and affordable housing.



\$1,360,622 supported funded programs that promote healthy living and financial stability.



\$2,354,948 supported educational initiatives that ensure children are prepared for success in the classroom, young adults are ready for college and careers, and adults succeed in the workforce.



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2018-2019 Campaign Leaders' Guide

WELCOME

Everyone needs help sometimes. How do we know?

As a United Way Campaign Leader, you know that Rhode Island is a great place to live. But at the same time, you also believe that by working together, we can do better. That's why you choose to LIVE UNITED.

With your gifts to United Way's general fund – our Community Impact Fund – you've invested in proven programs. Because of you:

- More children are ready to learn.
- Our communities are thriving because more residents make a productive living.
- Our neighborhoods are stronger because more people have access to health services.

With your help, we can be there for even more Rhode Islanders in the year ahead – because great things happen when we choose to LIVE UNITED. Together, we are changing lives and strengthening our community.

INTRODUCING... NEW HIRES PROGRAM

Year Round Giving Opportunity for Employees

The New Hires program is an opportunity for your newly hired employees to make a gift during your non-workplace campaign timeframe.

New employees can make a meaningful contribution on your company's New Hires electronic pledging link. It is easy to implement and enhances your company's image by demonstrating your philanthropic culture.

Please see your United Way representative for more details.



CAMPAIGN TIPS

Top Campaign Tips: Best practices from seasoned campaign leaders.

- 1 Let United Way help you.** We are ready to help you conduct your employee campaign in a number of ways. Some of those include; letting us come and talk to employees, providing materials to share with employees (videos, brochures, success stories), responding to questions, concerns, etc.
- 2 Involve your CEO & Senior Management:** Schedule a leadership/management meeting. When your organization's CEO and senior management team are among the first to give, others will follow the example they've set. Encourage your CEO to attend and address employees. His or her attendance is a strong endorsement.
- 3 Have fun & create excitement, everyone loves events and incentives:** Some companies enter employees who increase their gift by a certain amount into a general raffle. This encourages growth of the campaign through employee giving.
- 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 Build Community Involvement through Volunteer Engagement:** Understand what employees feel is important in the community and their opinion of United Way and connect them with volunteer opportunities that develop their passion.
- 7 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.



- MyFund™ consolidates giving for families and individuals who have combined charitable gifts of at least \$1,000 a year.
 - A free, online MyFund™ account makes giving to your favorite causes quick, easy and secure.
 - Donors can give to any 501(c)(3) in the country, including faith organizations and schools.
 - At the end of the year, donors receive one tax receipt from United Way of Rhode Island for all of their charitable giving. Tax time has never been so easy!
- Don't Forget, There Are No Fees!**
- MyFund™ is completely FREE for donors and for charities – United Way doesn't take any fees, thanks to a trust that covers all of our administrative overhead.
- Did You Know?**
- Donor Advised Funds are the fastest growing giving vehicle in the United States. According to the Chronicle of Philanthropy, donor advised fund giving has grown 106% over the last five years. MyFund™ is a donor advised fund offered exclusively by United Way of Rhode Island.

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 year 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 uwri.org/campaign-hq/campaign-kit/ to view and download:

- Campaign FAQ
- Campaign Leaders' Guide (this guide)
- 2018 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
- Brand Identity
- Social Media Kit
- New Hires Program
- Pledge Form (English and Spanish)
- Pledge Form Instructions (English and Spanish)

- Information about**
- United Way 2-1-1 in Rhode Island
 - Basic Supports
 - Lifelong Learning
 - Volunteering/Community Engagement
 - Women United
 - Young Leaders' Circle
 - Tocqueville Society
 - Keel Club
 - Anchor Society
 - MyFund