

TOGETHER WE WIN

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.

Summer Learning at its fullest.

“Can we help him?” asked Anthony, pointing toward the homeless man sitting across the street.



“That’s a great idea,” replied Emma, a member of the summer learning program staff.

Since summer began, 9-year-old Anthony said very little to the other children, and even less to the staff. This was a problem since the program, which focused on social/emotional learning, required students to work together to complete their service-learning project.

“We should give him our extra food,” Anthony continued.

Recognizing the teachable moment, Emma helped the small group place granola bars, juice boxes, and sandwiches into three bags. After crossing the street, each child handed their bag to the man, who smiled and thanked them.

“It feels good to help people,” Anthony said as they walked back toward the class. The other children nodded in agreement. Emma smiled; it was clear the children understood the importance of service and Anthony’s social/emotional growth had inspired them to make a difference.

In 2019, 11 summer learning programs were funded state-wide by the Hasbro Summer Learning Initiative and United Way of Rhode Island.

Giving back to our neighbors in need.

With your help, in the past year, United Way of Rhode Island invested \$4,551,760 in 79 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.

Examples of the work our Community Impact Fund supports include:



\$575,000 supported Rhode Islanders’ access to safe and affordable housing.



\$1,285,622 supported funded programs that promote healthy living and financial stability.



\$2,113,448 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.

Things you can do to support United Way of Rhode Island and help the community.



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 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.

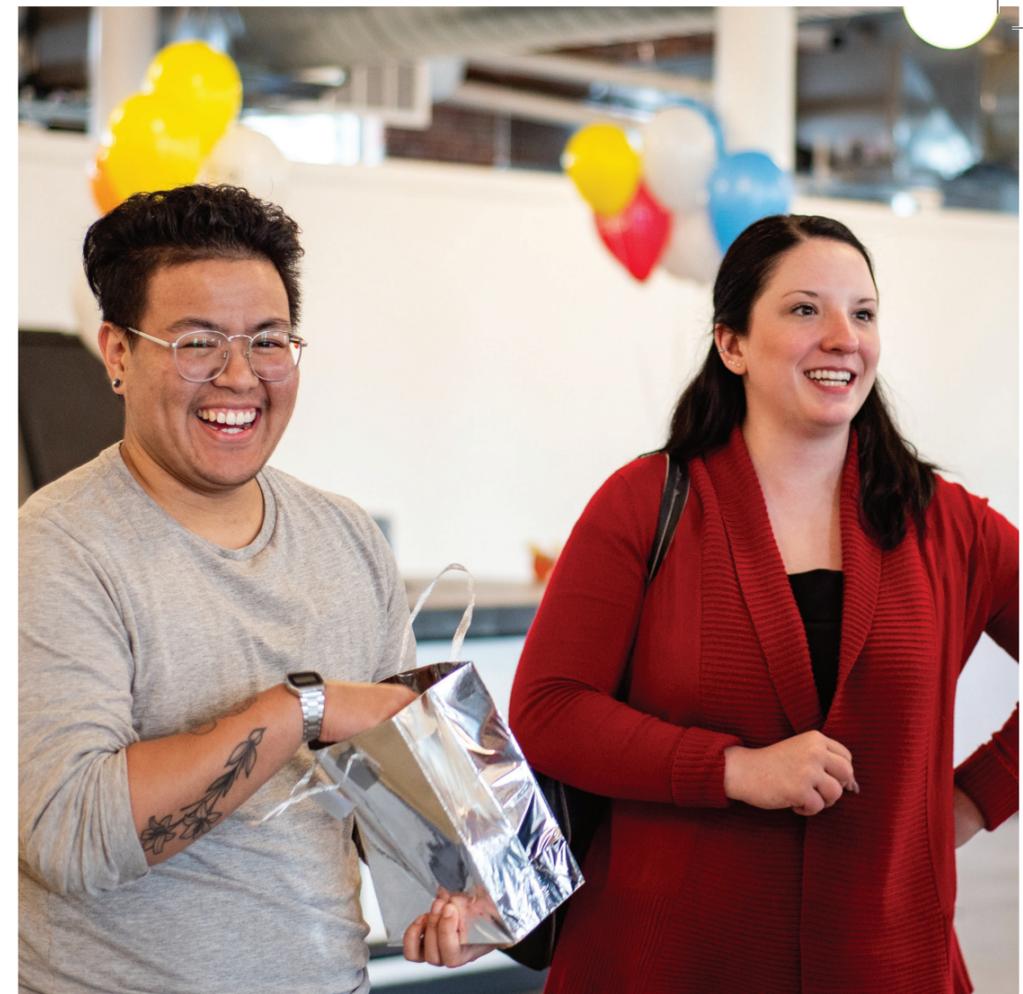


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2019-2020 Campaign Leaders’ Guide



United Way of Rhode Island

WELCOME

Changing lives by putting community first.



There are moments in life when someone's kindness has such a profound effect on us that it becomes part of who we are. This has certainly been true for me; the support I've received from teachers, family members, and friends has helped shape the woman I've become.

Today, I'm proud to lead United Way of Rhode Island, an agency that puts community first by partnering with individuals, families, companies, and nonprofits to make a lasting difference. For example, in the eight years since our book drive was founded, our partners have helped place more than 200,000 books in the hands of local children.

As a Campaign Leader your kindness will leave an impression on the people you help, but you'll also find that a small piece of them stays with you – helping shape the person you grow to be.

Welcome to the team – together, change is possible.

Sincerely,

Cortney Nicolato
President and CEO,
United Way of Rhode Island

ELECTRONIC PLEDGING

ePledge is easy for you and your colleagues.

United Way builds and manages the online giving portal that allows you to collect employee gifts efficiently via desktop, laptop or mobile. No more paper forms!

ePledge saves time and administrative effort, sends out automatic email reminders and allows you to view real-time reports and monitor the campaign progress.

Historically online pledging increases accuracy and engagement. Many Rhode Island companies including Blue Cross Blue Shield, BankNewport, and Washington Trust use ePledge.

Your employee's confidentiality is important to United Way. We use the same security mandated by the banking and credit card industry. Employee information is only used in connection to the campaign. A non-disclosure is signed by you and United Way! Talk to your United Way representative today!



"BankNewport has used United Way's ePledge for several years and love how easy it is for employees to make a pledge. It has saved us a great deal of time and our employees love being able to see their history of giving and designations. As a campaign leader, I can direct my focus on informing employees of all the great things United Way can do rather than worry about collecting paperwork. It's so easy to monitor the campaign through ePledge!" – Carolyn Odell, Assistant Vice President/HR Generalist

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. Their 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 personal ask or story, 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.

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 time frame.

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.



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 = one vending machine snack.** \$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 = one breakfast sandwich.** \$156 year could help a struggling family with emergency rental assistance, allowing them to stay in their home.
- \$5 a week = one fast food meal.** \$260 year could help 2-1-1 reach more people by sending the RV to a health fair or Veterans home.
- \$12 a week = one movie ticket.** \$624 year could help pay the heat and electricity for an elderly neighbor.
- \$20 a week = one extra large specialty pizza.** \$1040 year could send one child to an amazing summer learning or afterschool program.
- \$50 a week = dinner out with a friend.** \$2600 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)
- 2019 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
- Community Investment Fund Distribution
- Lifelong Learning
- Hasbro Summer Learning Initiative
- Volunteering/Community Engagement
- Women United
- Young Leaders' Circle
- Tocqueville Society
- Keel Club
- MyFund