

**HAND RAISER**

**CHANGE MAKER**

**PROBLEM SOLVER**

**COMMUNITY PARTNER**

Your Role

# EMPLOYEE CAMPAIGN MANAGER



The role of an Employee Campaign Manager (ECM) is crucial to the success of United Way. Without you, we could not adequately tackle our community's most daunting problems. Whether this is your first time as a campaign manager or you have coordinated your workplace giving campaign multiple times, this toolkit will help you engage your employees and maximize community impact through your partnership with the United Way of Rutherford and Cannon Counties.

## What does an ECM do?

- Serves as a United Way advocate and provides additional opportunities for team members to get involved.
- Assembles a committee who will help build support for your workplace giving campaign.
- Sets monetary and leadership giving goals to result in greater community impact.
- Organizes campaign kick-off event(s) and coordinates other special events.
- Distributes United Way materials and pledge forms to colleagues; submits completed pledge forms or results to United Way staff.
- Develops ways to connect year-round through engagement and volunteerism.

Thank you for leading your organization's United Way workplace giving campaign. Your passion, expertise, resources and advocacy will drive community change. UNITED we can inspire hope and create opportunities for a better tomorrow.

# BOLD GOALS 2030



**Bold Goals 2030** is a strategic vision for making our community a stronger place for everyone who calls it home. Developed by key leaders, experts and community members like you, **Bold Goals 2030** outlines key strategies that will help transform our community by addressing our most pressing needs.

- 1
- 2
- 3
- 4
- 5
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**50% or more of children will be kindergarten-ready.**

*2018 Baseline » 25.5% of children ready to start kindergarten.  
Source: Murfreesboro City Schools*

**80% or more of households will pay less than 30% of their income on housing.**

*2017 Baseline » 73% of current households are paying less than 30% of their income on housing.  
Source: U.S. Census Bureau*

**75% or more of households will be above the ALICE\* threshold.**

*\*Asset Limited, Income Constrained, Employed 2016 Estimate » 52% of households are above the threshold. Source: United for ALICE*

**Improve mental health by 25% or more.**

*2016 Baseline » Average number of mentally unhealthy days reported in the last 30: 4.2 days/month.  
Source: County Health Rankings and Roadmaps*

**30% or less of public school students and adults will be overweight or obese.**

*2017 Baseline » 40.3% of public school students are overweight or obese. | 2015 Baseline » 33% of adults are obese. Source: Tennessee Department of Education Source: County Health Rankings and Roadmaps*

**Decrease drug-related overdose deaths and suicides by 25% or more.**

*2017 Baseline » 20 deaths per 100,000 people.  
Source: Tennessee Department of Health*

We invite you to contribute your time, talents and resources to solve our community's most difficult problems. UNITED, we can accomplish our community's vision for success.

# FUNDED PARTNERS

We hold ourselves and our partners accountable to show impact in measurable and lasting ways. We make your dollars go further with strategic investments in the areas of health, education and financial stability that are aligned with our community's **Bold Goals 2030**.

## EARLY CHILDHOOD DEVELOPMENT

### Ann Campbell Early Learning Center

- Child Care Program

### Nurses for Newborns of Tennessee

- Home Nurse Visitation in Rutherford County

### Nurture the Next

- Strengthening Families in Rutherford County

### Read To Succeed

- Youth and Family Literacy

### Rutherford Co. Primary Care & Hope Clinic

- Healthcare for Families

### The Family Center

- Family Resilience

## FINANCIAL STABILITY

### Bridging the Gap Collaborative

- Murfreesboro Cold Patrol, Stepping Stones, and The Salvation Army

### Domestic Violence and Sexual Assault Center

- Emergency Shelter

### Dominion Financial Management

- Get Ready for Homeownership

### Legal Aid Society of Middle Tennessee

- Free Legal Services

### Middle Tennessee State University Foundation

- MTSU Charlie and Hazel Daniels Veteran and Military Family Center

### Murfreesboro Cold Patrol

- Next Steps

### Nourish Food Bank

- Nourishing the Community

### Read To Succeed

- Adult Literacy

### Rutherford County Area Habitat for Humanity

- Affordable Housing Down Payment Assistance

### Stepping Stones Safe Haven

- Housing Stability Program

### The Community Helpers of Rutherford County

- Rent and Utilities Assistance

### The Salvation Army (Rutherford County)

- Emergency Supportive Housing

## HEALTHY BEHAVIORS (NUTRITION & OBESITY)

### Boys & Girls Clubs of Rutherford County

- Triple Play

### Cannon County Senior Citizens Center

- Wellness Program

## MENTAL HEALTH & SUBSTANCE ABUSE

### Alive Hospice, Inc.

- School-Based Grief in Rutherford and Cannon Counties

### Big Brothers Big Sisters of Middle TN

- Big Brothers Big Sisters Youth Mentoring

### Boys & Girls Clubs of Rutherford County

- SMART Moves

### Branches

- Trauma Therapy Workshop

### Child Advocacy Center of Rutherford & Cannon Counties

- Child Abuse and Sexual Abuse Program
- Darkness to Light Community Education
- Drug Endangered Children

### Domestic Violence and Sexual Assault Center

- Sexual Assault Services

### Doors of Hope

- Open Doors

### Insight Counseling Centers

- Community Access to Mental Health Counseling

### Mental Wellness for All Collaborative

- Centerstone of Tennessee and Murfreesboro City Schools

### Murfreesboro City Schools

- Expanding Students4Success

### Renewed Life Ministries Outreach

- Mens Recovery and Re-entry Program

### STARS (Students Taking a Right Stand)

- Enhanced Student Assistance Program
- Student Assistance Program

# PROGRAMS & INITIATIVES

Your support powers our direct services, collaborations and partner programs to address the immediate needs of today and build long-term solutions for tomorrow.



**211** is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve—and save—lives. [yourlocaluw.org/211](https://yourlocaluw.org/211)



**Tennessee Benefit Kitchen** is a free screener that all Tennesseans can use to determine eligibility for several tax credits and many federal, state and local public benefits—and to access the application sites to apply for those for which they qualify. [app.benefitkitchen.com](https://app.benefitkitchen.com)



**Born Learning Academy** is an engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. [yourlocaluw.org/bornlearning](https://yourlocaluw.org/bornlearning)



**Catalyst** is a program focused on training volunteers to serve in nonprofit leadership roles, such as nonprofit boards, in Rutherford and Cannon counties. Community leaders participate in the program to become engaged in social responsibility through the means of advocacy, giving and volunteerism. [yourlocaluw.org/catalyst](https://yourlocaluw.org/catalyst)



**The Family Collective** is an initiative of the United Way of Greater Nashville, in partnership with the United Way of Rutherford and Cannon Counties. The Family Collective has expanded to Rutherford County through a grant from the Tennessee Department of Human Services. The initiative was established in 2014 to prevent and end homelessness. Families receive at least one core wrap-around service and select the service mix that best meets their needs. [yourlocaluw.org/familycollective](https://yourlocaluw.org/familycollective)



Your local **Imagination Library**, formerly Rutherford Books from Birth and Cannon Books from Birth, builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of Rutherford and Cannon Counties serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. [yourlocaluw.org/imaginationlibrary](https://yourlocaluw.org/imaginationlibrary)



The **Launch Point** initiative connects local industry and community partners to help remove barriers to families obtaining and maintaining living wage employment. Success coaches work with families to identify their goals, develop a plan and connect families to the unique resources needed to thrive. [yourlocaluw.org/launchpoint](https://yourlocaluw.org/launchpoint)



**SingleCare** is a free prescription discount program. Prescription costs are reduced on average by 45%. [singlecare.com](https://singlecare.com)



**Volunteer Connect** is a platform for local agencies to list their volunteer opportunities and needs. Volunteers can sign up for opportunities, connect with local nonprofits and track volunteer hours. Get involved. Make a difference. [unitedwayvolunteer.org](https://unitedwayvolunteer.org)



The **Volunteer Income Tax Assistance (VITA)** program is a financial stability initiative of the United Way of Rutherford and Cannon Counties. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals each tax season. [yourlocaluw.org/vita](https://yourlocaluw.org/vita)

# VOLUNTEER CONNECT



United Way established Volunteer Connect, an interactive platform for volunteers and nonprofit organizations to connect and serve their community together. Through Volunteer Connect, volunteers are encouraged to sign up and create a profile and mark which charitable causes and interests they are most passionate about. Our convenient system will then match volunteers with opportunities as agencies post needs that meet the interests the volunteer specifies.

Volunteer Connect provides a volunteer resume for volunteers who track their hours through the system. This is a great way to receive documentation and show your hours for scholarship requirements and job applications. And, you can share your progress through social media!

United Way's Volunteer Connect is mobile-friendly, which provides connecting on the go and long-term relationships. It allows nonprofit organizations the ability to promote their volunteer needs and special events as well as receive immediate emails from volunteers who sign up for their opportunities.

Organizations can effortlessly build a database of volunteers and easily communicate and engage with volunteers in a targeted way that's based on their history and interests or skills. All these features can be viewed in reports, which help the agency best understand how volunteers are engaging with their agency profile, needs, and events.

Sign up at [unitedwayvolunteer.org](https://unitedwayvolunteer.org).

# LEADERSHIP GIVING & AFFINITY GROUPS

## LEADERSHIP GIVING

### ABOUT

People engaged with United Way, bringing their passion, skills and vision to our efforts.

### JOIN

Open to those who contribute \$1,000 or more annually to United Way RCC.

### BENEFITS

Recognized in our annual report as generous investors who exemplify leadership and commitment; opportunities to be a part of a qualified affinity group; invitations to special events.

Visit [yourlocaluw.org/leadership](http://yourlocaluw.org/leadership) for more.

## WOMEN UNITED

### ABOUT

Global affinity group that brings women change-makers together, focused on advocating for real solutions to problems in our community.

### JOIN

Open to women donors who contribute \$1,000 or more annually to United Way RCC.

### BENEFITS

Unique volunteer opportunities, learn about critical issues, advocate for these issues, networking, and special events.

Visit [yourlocaluw.org/womenunited](http://yourlocaluw.org/womenunited) for more.

## YOUNG LEADERS SOCIETY

### ABOUT

Like-minded professionals who come together to share a vision of bettering our community.

### JOIN

Open to donors ages 40 and under who contribute \$500 or more annually. Members are also encouraged to volunteer two hours annually with United Way RCC.

### BENEFITS

Invitations to special events, special opportunities to volunteer, learn from community and business leaders.

Visit [yourlocaluw.org/young-leaders-society](http://yourlocaluw.org/young-leaders-society) for more.

## THE TOCQUEVILLE SOCIETY

### ABOUT

Designed to deepen the understanding, commitment and support of philanthropists who come together to identify issues and lead change in our community.

### JOIN

Open to individuals who contribute \$10,000 or more annually to United Way RCC.

### BENEFITS

Opportunities for networking with successful, community-minded leaders and recognition both locally and nationally.

Visit [yourlocaluw.org/tocqueville](http://yourlocaluw.org/tocqueville) for more.

For more leadership giving and engagement opportunities, visit [yourlocaluw.org/get-involved](http://yourlocaluw.org/get-involved).

Your 2023 Campaign

# GETTING STARTED



## Ready, Set, Go!

A kick-off clearly marks the start of your United Way effort, creating a sense of urgency and a timeline for colleagues. Campaigns with kick-off events have proven to raise more dollars in support of our community!

## Get Inspired

The kick-off provides employees with an opportunity to hear about the impact of their donations and be inspired so they can make an informed decision about giving.

## Build a Team

This is a great chance to bring employees together in a common cause of caring and build morale, which is especially important as several workplaces return to in-person.

## Set the Stage

It demonstrates the passion your organization, your senior management team and your colleagues have for the campaign and supporting our community. Our United Way staff is here to support you and can help you plan and customize your kick-off event. We have created tools and resources to support you in hosting your kick-off.

# RECOMMENDED AGENDA

We invite you to make use of the following template agenda as you plan your event.

## Meeting details

*Include details here*

## Opening 5 minutes

*00:00am/pm, CEO/ECC/Sr. Leaders*

- Welcome
- Value of UW & Company partnership
- Importance of United Way now
- Encourage all to get involved with campaign activities
- Interactive poll or quiz to get people engaged

## United Way Awareness Activity 7-12 minutes

*Facilitated by United Way*

Activity examples:

- Just for Fun Games
- UW videos
- Guest speaker from United Way

## Closing Remarks 5 minutes

*Campaign Coordinator, CEO/ECC to thank participants, and reiterate importance of United Way*

- Call to action/donate now
- Share company fund raising/participation goals
- How to give
- Instructions on next steps - pledge form to come, who to contact with questions, etc.

# OPENING REMARKS

The following can be customized/personalized to meet the needs of the speaker(s) at your kick-off.

Welcome/Thank You attendees,

Before we begin, I would like to welcome two very important guests who are with us this morning (introduce UW and UW Speaker).

As many of you know, I am a strong believer in United Way's work and I am proud to be a part of <COMPANY'S> United Way Campaign. With nearly a century's worth of experience and guidance, United Way enables people like you and me to make a valuable, lasting impact on the lives of our neighbors and our community.

We all know that poverty is hurting our community and undercutting what we stand for. This is even more evident after the challenging time of the pandemic- our most vulnerable community members are even more at risk.

We have seen demand for community services skyrocket since the beginning of the crisis here at home. The need for access to food, mental health counseling, and employment supports has increased due to the recent pandemic.

And that need continues to climb as we help people get back to work and settle into a new normal for our community.

What inspires me is that as a nation we all pulled together and looked to how we can help during this pandemic. Everyone continues to step up and do what they can to help to ensure no one falls through the cracks.

But we have to look to the future and what our role will be in our long-term community recovery. These issues we have seen in the last few years (food access, affordable housing, job security) they are not new and will continue to need to be addressed long after we settle into our new normal.

That is why we partner with United Way. For decades, they have been on the front line addressing these issues. By leveraging their partnerships and tapping into key insights about our community, they provide a vital continuum of care for people and families who need support.

I want to take a moment to recognize and thank each and every one of you in this room for stepping up to support United Way every year. Our collective commitment demonstrates <COMPANY'S> leadership in our community, raising over \$X for United Way.

## Key point about last year's campaign

**If the speaker has a personal story about United Way or something they have experienced, add here.**

Thank you again for your personal leadership and generous support of United Way.

Introduce the next section of the event <e.g. audience poll, speaker, UW activity> and turn over to the activity facilitator.

# CLOSING REMARKS

The following can be customized/  
personalized to meet the needs of the  
speaker(s) at your kick-off.

\*Optional if there is a multiple kick off  
situation and you send out link early

Thank you, **<GUEST SPEAKER>**, for joining us today and speaking. United Way plays such an important role in the lives of our neighbors and the health of our community. This vision ensures we rise; rising up to uplift our region and that regardless of background and circumstance we are securing a future where everyone can thrive.

Our annual United Way campaign starts on **<DATE>**. We have an amazing team that has worked hard to make this year's campaign even better.

Thank you, **<CAMPAIGN VOLUNTEERS>** for your leadership in the campaign.

\*By now, a donation link should be in your inbox. I encourage you to make a gift now. Let's demonstrate our commitment to our staff before we officially launch the campaign on the **<DATE>**.

Our firm's donations to United Way are part of how we are building a stronger community and creating a legacy across our communities.

Thanks everyone.

# MID-CAMPAIGN REMINDER

## From the Campaign Committee/ECC to all employees

*Subject Line: With your gift, you help change lives.*

Dear **[First Name]**,

We are writing to echo **[Insert CEO Name's]** invitation to make a gift to our United Way campaign.

As of today, we've raised **\$X** and are **X%** of the way to our goal of **\$X**.

As you know, **[Insert Organization Name]** is committed to giving back to our region. In partnership with United Way, we know that our support is reaching those who need it most and is creating the greatest Impact. When you invest in United Way's Community Fund, you help lift up your community. When you help a child receive books before starting kindergarten, you give her a better chance to graduate high school. When you help a 22-year-old hold a steady job, you give him tools for success and help him stay out of trouble. When you help a family overcome poverty, you give their children a brighter future and strengthen our community for the long term.

Last year, we raised more than **[Insert Dollar Amount if applicable]** during our United Way campaign. We are proud of what we accomplished - providing opportunities for so many of our neighbors in need. I hope you will join us in making a gift to this year's campaign. Together, we can make a difference and showcase **[Insert Company Name's]** commitment to giving back to the communities in which we live and work.

Thank you in advance for your support and for choosing to LIVE UNITED!

# LEADERSHIP RECOGNITION

Dear **[First Name]**:

Once again, you have helped make our United Way fundraising campaign a success. We have shown that as individuals and as a campaign, we care about making our community a better place.

Together, our contributions help create lasting change and a bright future for children, families, and individuals in our community. United, we rise to help children to be successful in school and life, our families financially stable and residents receive the resources they need to thrive.

On behalf of **(company name)**, United Way of Rutherford and Cannon Counties, and the people in our community touched by your gift, thank you for doing your part to make lasting changes right here in the Middle Tennessee area. Because together, we can inspire hope and create opportunities for a better tomorrow.

Sincerely,

# LEADERSHIP RECOGNITION

Dear <Name>:

Our United Way campaign is just around the corner and our Campaign Committee members are hard at work preparing the campaign materials, setting up our special events and making this a fun and meaningful process for all of our employees.

I am excited to join United Way of Rutherford and Cannon Counties in creating life-changing impact. And as we prepare to launch this year's campaign, I am once again asking you to join me.

As a leader in our organization, you have a unique opportunity to drive momentum and lead by example. With a Leadership gift of \$1,000 or more, you'll fund Early Childhood Development, Mental Health and Substance Abuse, Healthy Behaviors and Financial Stability programs and demonstrate to your team, and to all of our employees, your commitment to supporting solutions that uplift our entire community. I hope I can count on you to get this year's campaign off to a fantastic start!

We will formally launch our United Way campaign on **[Insert Date]**, but I ask that you consider making your Leadership level gift in advance of that date by clicking **[here]**. As a thank you, we will hold a special **[Insert Name of Event]**, for all of our Leadership Donors. I look forward to announcing the results of our early efforts at the Kick-Off on **[Insert Date]** to help inspire giving among all of our colleagues!

If you have questions or need more information, please reach out to our campaign chair, **[Insert Name]**. Thank you in advance for your leadership and making this our best workplace campaign yet.

# EVENTS AND YEAR ROUND ENGAGEMENT IDEAS

## Spirit Week

Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day... you get the idea!

Set a time for a meeting to show your spirit.

Draw a prize at the end of the week for all who participate.

## Snap a photo of your...

...favorite Work from Home (WFH) co-worker (spouse, partner, child, pet, house plant, favorite chair, second favorite chair, etc.)

...WFH workspace

## Local company silent auctions

Partner with locally owned companies to bid on items.

## Cooking Lesson

Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge "admission" (donations) to join the meeting or view the video link.

## Mentorship Auction

Bid out or hold a drawing for a coffee chat with C-level executives.

## Department Book Club

Set up private Zoom link, "cover charge" to get in & participate

## Dress Down Day

Charge a donation to wear your favorite jeans, t-shirt or hat to work!

## Special Delivery

Beep beep... have your company executives deliver lunch to the highest bidder or drawing winner.

## Department Challenge

Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.

## Baby Photos

Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

## Cutest Pet Contest

Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

## Recipe Exchange

Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to "buy" the book.

## Lunchtime Bingo

Send Bingo card documents and call numbers. Charge for each card, and offer a prize for the winners.

## Candy Count

Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

## Home Date Night Drawing

Enter to win gift cards to GrubHub/local restaurants and RedBox. Maybe add a delivery from a local winery or brewery, too!

# HEAD & SHOULDERS

Since it is technically Friday we know what that means – fun Friday! This morning we are going to play a quick game where you will have fun and maybe learn something.

## Rules

The game is Head and Shoulders. Everyone needs to turn on their camera if they want to play.

I will ask a trivia question. There will be two possible answers. If it is the first one you put your hand on your head. If it is the second one you put your hand on your shoulder. I will give the correct answer. If you are correct you are still in the game. If you missed it, you turn off your camera because you are out. We will continue until there is only one person left.

## Questions

**1. The three pillars of United Way are health, education and financial stability.**

- True  
 False

**2. What is the title of the local initiative to end and prevent homelessness?**

- The Homelessness Collaborative  
 The Family Collective

**3. What percent of households in our area are one financial setback away from falling into crisis – this is the ALICE (Asset Limited, Income Constrained, Employed) and impoverished population?**

- 38%  
 48%

**4. What percentage of children in our community are ready to start kindergarten at the appropriate age?**

- 52%  
 67%

**5. Where did the concept of United Way originate in 1887?**

- Denver, CO  
 San Francisco, CA

**6. What was the name of the collaborative started in 1956 which would eventually become United Way of Rutherford and Cannon Counties?**

- United Givers Fund  
 Rutherford County Givers

**7. How much money did Singlecare, a free prescription discount program, save Rutherford and Cannon County residents in 2022?**

- \$1 Million  
 \$1.8 Million

**8. How much money was refunded to local citizens through United Way's VITA partnership in 2022?**

- Nearly \$500,000  
 Nearly \$2 Million

**9. What is United Way's Volunteer program called?**

- United We Volunteer  
 Volunteer Connect

**10. Your local Imagination Library provides free age-appropriate books for how many children per month in Rutherford County?**

- 15,500  
 17,000

**11. What is the number to call to connect with United Way services?**

- 4-1-1  
 2-1-1

**12. Your local United Way is providing grants for how many local nonprofit programs in the 2023-2024 fiscal year?**

- 33 programs  
 35 programs

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**12. Your local United Way is providing grants for how many local nonprofit programs in the 2023-2024 fiscal year?**

- 33 programs  
 35 programs

# MAKING CHOICES



## How will you invest your resources?

- If you had a “15-candy budget” to spend every month, how would you spend it? Place the required number of candies to indicate your spending choices.
- You have to make a choice for each category (you cannot skip any categories). You are married; you both work and have a son, 14 and a daughter, 9.

## Making Choices Activity

This activity is a great way to explain the tough choices low-income families are forced to make every day.

## INSTRUCTIONS

- Make copies of the “game sheet.” Participants can work in teams of 2 or 3.
- Provide each group with 15 candies (Smarties work well because there are 15 in each roll).
- Tell each participant or team their candies will become symbolic of their “budget” and not to eat their candies until the end of the game!
- Explain that for the purposes of the game each person or team is to pretend they’re married with 2 children.
- One adult in the household is working full-time and the other is working two part-time jobs. Both make minimum wage.
- The family has a limited budget and only 15 candies to spend.
- They have some tough decisions to make.
- Each participant must study their choices in each row and invest their candies with 1, 2 or 3 candies depending on what’s most important to them
- They cannot skip a row.
- After they’re done making their choices, ask the group how it felt to invest their candies. (Usually the response is, “There weren’t enough candies!”)

## Unexpected expense occurs:

- Now tell them there’s been a change. One of their children has strep throat and has to see the doctor. In order to get the child health care the family must give up 2 candies.
- Tell the group to take off 2 candies and adjust the rest as needed.
- Tell them there’s been another change. Their spouse just got laid off with no severance pay. They have to take off 4 candies to adjust.
- Let them go through the exercise of taking off the 4 candies and adjusting the rest.

## How UW programs can help this family:

Ask participants for ideas of how this family can use UW resources to help?

- If anyone says food, shelter or emergency shelter, give them 2 candies
- If anyone says providing their children with after school programs, give them 2 candies
- If anyone says job training programs give them 2 candies.
- If anyone says call 2-1-1, give them 1 candy. Then ask for other participants to name referral services from 2-1-1.

For each referral service, like child health care, energy assistance, crisis intervention, counseling, legal assistance or suicide prevention, give that participant or team 2 candies.

## The moral of the story

Today, many of our family, friends and neighbors are forced to make these tough decisions every day, right here in our region.

# MAKING CHOICES



Category candy count	A one (1) candy	B two (2) candies	C three (3) candies
<b>Housing</b> ○ ○ ○	Studio apartment (1 bedroom), 1 bath, unfurnished, no patio/deck/yard, street parking only (no covered parking space), stove only	3 bedroom, 1 bath apartment, unfurnished, covered patio, 1 covered parking space, stove and refrigerator	2 bedroom, 1.5 bath house, unfurnished, small fenced yard, 2-car garage, stove, refrigerator and dishwasher
<b>Healthcare</b> ○ ○ ○	No health insurance - you pay for all health-related costs	Health insurance for you through your employer but no health insurance for your family members	Health insurance for you and your family through your employer
<b>Food</b> per person ○ ○ ○	1 meal per day	2 meals per day	3 meals per day & snacks
<b>Transportation</b> ○ ○ ○	Walk or bike everywhere, no public transit available	Walk, bike or take public transit	Own your own car
<b>Technology</b> ○ ○ ○	No computer, no cell phone, black & white TV - no cable	No computer, cell phone, TV no cable	Home computer, TV with cable, cell phone
<b>Child Care</b> ○ ○ ○	Under supervision of a family member	A licensed daycare, but no early education training	A provider with proven high quality care and training in early education
<b>Shopping</b> ○ ○ ○	1 grocery store within walking distance, no mall within 20 miles	Grocery store across the street from your home and a mini-mall within a mile	2 grocery stores nearby and a large mall within walking distance

# UNITED WAY BINGO

## RULES

Find someone in your workplace, including yourself, who has LIVED UNITED by doing what is listed in the square and write their name in the space.

1. If you or someone in your workplace has LIVED UNITED by doing what is listed in the square, write the name in the space in the square.
2. Complete as many squares as possible.
3. First one to fill in five squares vertically, horizontally, or diagonally should submit their form to assigned coordinator for chance to win a prize.
4. Volunteer to share your story on how you Live United.
5. Remember to always...LIVE UNITED.

Served on a United Way committee	Learned about United Way's Bold Goals 2030	Told neighbors about United Way and its benefits	Sent a note of encouragement to someone going through a difficult time	Attended a United Way event
Participated in Day of Action through the United Way (Baby Shower, Stuff the Bus, Hometown Huddle, Stop the Summer Slide)	Toured a United Way agency	Shared about the free SingleCare prescription discount card	Told someone about free tax assistance with VITA	Am a loyal UW contributor (someone who has supported the UW for 3+ years)
Follow United Way on social media to learn more	Prepared or taken a meal to someone in need	FREE SPACE How do you LIVE UNITED?	Participated in United Way's Catalyst Program	Signed up for a volunteer opportunity through United Way's Volunteer Connect
Read to a child at a school	Received or shared about books from your local Imagination Library	Told someone about calling 2-1-1	Assisted with my company's United Way campaign	Participated in a UW collection drive (Baby Shower, Stuff the Bus, Hometown Huddle, Stop the Summer Slide)
Donated to United Way	Volunteered for or at a United Way agency	Attended a UW campaign at which a representative or agency spoke	Donated items to a non-profit agency	Encouraged people to support the community through the United Way