

“Dare to reach out your hand into the darkness, to pull another hand into the light.” - Norman B. Rice



REACH OUT UNITED WAY CAMPAIGN 2009

OPERATION: Reach Out

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2009 Campaign Training Booklet

Heart of Illinois
United Way

United
Way



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Thank you for taking on the important role of campaign coordinator.

You are now part of a special group of volunteers who bring the United Way message to the people of central Illinois.

This year, more than ever, during this time of economic crisis, our message "Live United" includes the urgent need to REACH OUT and help our fellow neighbors. Increased need at food pantries, increasing unemployment and homelessness are just a few of the serious problems our community is now facing.

By REACHING OUT and running successful campaigns, we all can help ensure that the funds our agencies need to meet the increase in demand will be there for them.

We are all in this together - and truly, when we help one we help everyone.

So, use this book to help you get started. Read through the information and decide what will work best in your organization.

We have included ideas from other local employee coordinators to give you some inspiration and direction.

We wish you the best of luck and encourage you to learn and have lots of fun!

"Every dollar in this economy counts more than it ever has before. Whether you're single, married, have a family, and regardless of age, the need for vital community programs is increasing - and we must be there to help." - Michael Stephan, Heart of Illinois United Way

REACH OUT UNITED WAY CAMPAIGN
OPERATION 2009

OPERATION: Reach Out

is the HOIUW's campaign training guide that will help you prepare and run a successful campaign in your organization and create ideas that will work for you and your co-workers. . . while your own creativity comes forth!

If you have questions, support is only a phone call away. United Way Staff and your Campaign Ambassador are ready to assist you. We would be glad to deliver campaign materials and help with presentations at your meetings, or just about anything else that you could think of!

Start Preparing For Your Award Winning Campaign:

- Review United Way materials
- Tour a United Way agency
- Meet with your United Way Staff or Ambassador
- Visit hoiunitedway.org



“We’re here for a reason. I believe a bit of the reason is to throw little torches out to lead people through the dark.”

- Whoopi Goldberg

Mission Statement:

To increase the organized capacity of people in central Illinois to care for one another.

Reach Out: and gather information

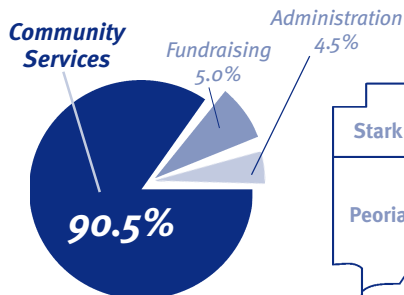
United Way History

In 1921, a small group of volunteers formed the Peoria Community Fund Association and Council of Agencies. An independent fund raising association, its purpose was to raise funds for 18 prominent community charities including current Heart of Illinois United Way agencies: Boy Scouts, Carver Community Center, Crittenton Home, Girl Scouts, Neighborhood House, Salvation Army and YWCA.

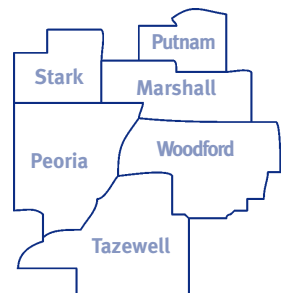
Throughout the years, other agencies joined the association. Agency names changed, agencies merged and some simply went out of business. The fund raising organization also changed names several times over the years and since 1974 has been known as the Heart of Illinois United Way.

In 1922, the first campaign raised \$97,000, which was distributed among the 18 charities. In 2008, \$9.744 million was raised in the annual campaign. Since its beginnings, the United Way has raised more than \$201 million towards helping people in central Illinois.

How the dollars are utilized:



90.5 cents of every dollar raised supports programs serving the community



Counties served by the Heart of Illinois United Way

The United Way Community Care Fund

Through the United Way's Community Care Fund, you don't have to choose between helping children or seniors, or between providing a warm meal or a safe home.

That's because volunteers from diverse segments of the community evaluate programs to ensure your contribution is making the greatest impact possible.

These volunteers monitor financial and program information, meet with agencies to discuss results, and visit agencies to see programs firsthand.

United Way grants focus on:



Youth programs that help youth develop physically, emotionally and socially through programs such as child care, tutoring and after school activities.



Family programs that help families function successfully in the community through counseling, emergency shelters, respite care and parenting skills.



Self-reliance programs that help people live on their own through employment services, food pantries, emergency assistance, delivered meals, transportation and housing.




Health programs that help individuals lead healthier lifestyles through education, community clinics, emergency response, home health care and substance abuse prevention.



"In helping others, we shall help ourselves. For whatever good we give out completes the circle and comes back to us."

- Flora Edwards



*“We had to turn away
\$2.1 million in grant
requests this year.*

*Everyone needs to
know that even a small
amount of money can
do great things when
we all come together.”*

*-Don Johnson, Heart of
Illinois United Way*

Determine your organization’s giving history

*Knowing the giving history, participation levels
and results of your workplace campaign is
essential to developing a campaign plan.*

- Talk to United Way Staff or your Ambassador to learn more about your organization’s campaign and how it compares to others in the same industry.
- Talk to a former Campaign Coordinator at your workplace. Find out what worked and what didn’t in your organization. What new ingredients could you add to increase results?
- Work with your CEO and senior management to set a campaign goal based on the number of employees you have and previous years’ campaign performances.

Did you know?

Share these examples with employees to demonstrate how just a few dollars per week can make a positive impact in someone's life.

On average, a large soda is \$2.

If you give \$2 a week, you could provide five nights in a homeless shelter with warm meals.

On average, a specialty coffee is \$3.

If you give \$3 a week, you could provide 10 hours of tutoring that will help an adult learn how to read.

On average, lunch costs \$5 a day.

If you give \$5 a week, you could provide 55 home delivered meals to seniors.

On average, a new CD costs \$10.

If you give \$10 a week, you could provide four uninsured patients with critical preventative and surgical dental care.

On average, two movie tickets are \$15.

If you give \$15 a week, you could provide 42 nights of emergency shelter for parents and families during a crisis.

On average, a bouquet costs \$20.

If you give \$20 a week, you could provide 450 meals through a United Way funded food pantry.

On average, a casual dinner for two costs about \$25.

If you give \$25 a week, you could provide 320 hours of tutoring, mentoring and after school programs to ensure local youth will do well in school.



“What do we have to live for, if it is not to make life less difficult for each other?”

- Mary Ann Evans

“In our company, we want employees to experience the responsibility to serve the greater good with a company sponsored campaign that is distributed by the Heart of Illinois United Way. Our employees that give regularly serve the community in their daily jobs with a keen sense of worth and value.”

*- Bill Cirone, President/
CEO of Federal Companies*

Reach Out: and recruit help for your campaign

Involve your Chief Executive Officer

- Ask him or her to endorse the campaign in a letter to all employees
- Make sure he or she participates in employee group meetings to underscore your organization’s support of the campaign and its importance to the community.
- Ask for campaign goal incentives such as days off, lunch with the boss, etc.

Recruit a Committee

- Involve all of the departments in your organization . . . look for team members who have United Way experience.

Get Out of the Office

- Get your committee excited about your campaign by taking them on an agency tour, attending the United Way Kickoff Breakfast or by signing up a team to volunteer for Day of Caring.

Take your committee on an Agency Tour or Bring an Agency Speaker to Your Site

*Call 309/674-5181, ext. 226 at least one week in
advance to schedule a tour or speaker visit.*

Alzheimer's Association: Advocacy, education, support
American Red Cross: Emergency serv., health/safety/disaster education
Arthritis Foundation: Education, specialized training and services
Big Brothers Big Sisters: Mentoring program
Boy Scouts: Youth programs
Boys & Girls Clubs: Youth and family programs
Cancer Center for Healthy Living: Counseling, education , therapy
Carver Association: Youth programs, day care, adult/senior activities
Catholic Charities: Family counseling services
Center for Prevention of Abuse: Shelter, counseling, advocacy, education
Central Illinois FRIENDS of People with AIDS: Emergency services, support groups
Children's Home: Services for children and families
Children's Hospital of Illinois: Medical /support services for children
Common Place: Youth programs, adult literacy , community programs
CWTC: Employment services, life skills for special populations
Counseling & Family Services: Family counseling, adoptions, youth programs
Creve Coeur Community Center: Youth/adult programs
Crittenton Centers: Day care, emergency shelter, support services for parents
Easter Seals: Youth/family programs for children with disabilities
Friendship House: Youth /adult programs , emergency services
Girl Scouts: Youth programs
Goodwill Industries: Employment /training services
Habitat for Humanity: Housing , related services
Heartland Community Health Clinic: Health services
Hult Health Education Center: Health education services
Human Service Center: Substance abuse, emergency/mental health services
Illinois Valley Center for Independent Living: Counseling, advocacy, life skills
Lutheran Social Services: Counseling services
Mental Health Association: Crisis hotline, mental health screening, education
Neighborhood House: Youth/senior programs, day care, home delivered meals
PARC: Employment services , early intervention services
Pearce Community Center: social/recreational/athletic programs
Planned Parenthood: Health services
Prairie State Legal Services: Legal services (civil)
Proctor Home Care: Home health care
Saint Francis Community Clinic: Health services
Salvation Army: Day care, youth programs, emergency shelter, related services
South Side Office of Concern: Employment/residential services, life skills
TCRC: Employment /visually impaired/early intervention services
Tazwood Mental Health Services: Substance abuse services for youth
Tri-County Urban League: Counseling, employment /educational serv., day care
We Care: Transportation, home-delivered meals, emergency food pantry
YMCA: Day care, youth programs
YWCA: Emergency and transitional shelter, day care, water therapy/exercise
Youth Service Bureau : Counseling for youth and families

*For more information on these agencies, see the
HOIUW brochure/agency directory or visit hoiunitedway.org.*



*“We went out on an
agency tour. This
was a great way for
us to be able to talk
to co-workers about
the experience and
what we learned.”
- Angel Valentine,
AFNI*

“Help others get ahead. You will always stand taller with someone else on your shoulders.”

- Bob Moawad

2009 Heart of Illinois United Way Events

Pacesetter Campaign Totals Reported

Friday, September 4

Campaign Kickoff Breakfast

Friday, September 11

7:30 a.m., Peoria Civic Center

Day of Caring

Friday, September 11

Projects this year will include a food drive, volunteering at Success by 6 locations, and much more.

Pillars Society Reception

Thursday, October 15

5:30 p.m. Country Club of Peoria

Campaign Celebration Finale

Coming . . . January 2010

“Day of Caring is a wonderful opportunity for everyone to make a positive difference. For businesses, the event offers a chance to give back to the community and build teamwork that carries back to the workplace. The personal satisfaction of helping others is such a positive motivator while providing a sense of community.”

- Al Black,

AT&T

Reach Out: to plan and promote your campaign

Tips on planning and promoting your events

Determine when, where and how much.

Keep your campaign short and fresh - allow one week for solicitation and one week for follow-up and set a monetary campaign goal for your organization to reach.

Plan publicity for your campaign.

Utilize company newsletters, email, bulletin boards, payroll stuffers, etc. and order supplies and incentives from the United Way (see your materials order form).

Consult your payroll department about deduction policies.

Plan to utilize the convenience of payroll deduction and personalize your pledge cards or their envelopes.


Choose your approach and campaign theme.

Are you a fun-loving group?
Pick a theme and some fun ideas.
Is your group more serious?
Invite agency speakers or host
an agency fair.



"We think what helps make our events so successful is that we advertise early and a lot. We pass out flyers, send lots of emails and put signs on doors."

*- Patricia Manley
and Sheri Teal,
Commerce Bank*



“None of us has gotten where we are solely by pulling ourselves up from our own bootstraps. We got there because somebody bent down and helped us.”
- Thurgood Marshall

Help promote your campaign by sending out a support letter from your CEO before your campaign begins

Dear (INSERT EMPLOYEE NAME):

The United Way is a community effort. We all win when a child succeeds in school, when families are financially stable and when people are living healthy lives. From large corporations to small corner shops, success is accomplished when everyone works together towards a common goal.

In the case of the Heart of Illinois United Way, it takes the collaboration of individuals such as yourself to build a stronger, healthier community.

(Organization Name) believes in the United Way and we hope you'll join us as we make a difference in our community through this year's campaign.

The Heart of Illinois United Way is, and always will be, dedicated to uniting our community's efforts to help those in need. Underneath everything we are, underneath everything we do, we are all people. Connected, interdependent, united.

When you give to the United Way, your gift stays in your hometown. Whether you are a first-time contributor or someone who has supported the United Way for many years, a gift of time or money to the Heart of Illinois United Way directly benefits the community in which we work and live.

United, we are able to work together to ensure that urgent needs such as quality childcare, affordable health care and many other life changing programs continue to thrive, right here, in central Illinois now and for future generations to come.

Please give to the United Way.

Sincerely,

(CEO/LABOR LEADER NAME)

Choose a Theme

One of the best ways to capture the attention of your fellow co-workers is to build your campaign around a theme and fun activities.

The next few pages are full of ideas you can use, including . . .

It's a Beautiful Day in the Neighborhood

Celebrate the wonderful sense of neighborhood by reaching out to help your neighbors with fun, food and games.

Educate all week with emails or hand delivered messages about how great the need is this year or how United Way agencies are at work in our neighborhoods each day.

Conclude the week with a neighborhood block party. String lights and use checkered tablecloths, have a pot-luck meal, and let the contests begin. Try having a bbq cookoff or a watermelon seed spitting competition. Bring in photos for a cutest pet contest. Have a 'fresh from the garden' floral display. Hold a bake-off and sell the entries.

Conclude the celebration with a ceremony presenting a co-worker with the "Mr. Rodgers Award" - a man or woman who best exemplifies a kind, neighborhood spirit.



"A theme for a United Way campaign is a great idea! It helps build morale and interjects fun into a campaign!"

*- Jennifer Quine,
CEFCU*



More Campaign Themes to Get You Started

Back to School

Hold a pep assembly to kickoff your campaign. Email United Way trivia quizzes and bring in speakers for a sack lunch program. Hold a talent contest and elect a 'homecoming hero' (an employee who is a special community volunteer). Collect school supplies for United Way agencies. - *Rachel Baer, ATS*

T.E.A.M. (Together We Achieve More)

Surrounding your campaign around a team-building activity can help build morale and help the community. Divide group into teams and assign a task such as

a scavenger hunt, or challenge teams to build something they feel represents the United Way. Give teams \$50 (real or not) and assign a UW agency and see how they could spend the \$50 to best help that agency. Groups can give presentations at a celebration potluck and invite UW staff to judge entries.

- *Amy Epkins, Illinois Mutual*

Catch the Spirit Week

Fill your week with fun activities. Encourage departments to decorate according to your theme. Invite UW staff to judge a winning department. Dress casual all week with each day designated a special day like sports apparel, patriotic day, Halloween costume day, etc. Conclude the week with a chili cook-off, cookout, or ice cream social. - *Pearl Companies*

Fun In The Sun Day

Get your CEO and campaign committee to grill and serve barbecue to employees. Serve ice cream or floats for a minimal cost. Hold team water balloon fights, trivia competitions, sand-sculpture contests, and beach ball volleyball. Invite a speaker from an agency that provides activities for children.

- *Kelly Jones, Par-A-Dice Hotel Casino*

Off to the Races

Decorate with checkered flags and fill the week with race activities. Hold team downhill derby and remote control races. Celebrate reaching your goal in the winner's circle with ice cream sundaes.

- *Lori Filock, Methodist Medical Center of Illinois*

Ideas for Campaign Activities

A Way to One's Heart is Through The Stomach:

Plan baked potato bars, popcorn days, spaghetti cookoffs, pizza palooza (where you sell pizza to co-workers from donated pizza places); cool treats - ice cream days, Valentine's chocolate deliveries, and Christmas candy cane greetings. These are good ways to raise money year-round.

-Phil Sanfratello, American Red Cross

A Little Change Makes A Lot of Sense:

Departments can compete to collect the most pennies. Each department has their own container and silver coins and paper currency count against their penny totals. The trick is to add pennies to your own container and put silver in the others to win.

- Kelly Jones, Par-A-Dice

Competition Gets 'Em Going:

Have your department dress-up and/or decorate their office space based on their favorite movie or television show such as the Wizard of Oz, King Kong, the Flintstones or Snow White and the Seven Dwarves. Winners receive a pizza party.

- Kate Nelson, Farnsworth Group

Closest to the Pin:

\$5 donation gives eight chances at shots at a pin 145 yards away. If a hole in one is made, the person gets a special prize. Closest shot is the winner.

-Kyle Gordon, Federal Compa-

nies

High Heel Race:

Man vs. woman, or department vs. department - get the relay race going and have a lot of fun because everyone has to be in high heels.

- Linda Kraft and Anita Baird, Busey

Bank

Salsa Contest:

Start an annual salsa contest. Have employees bring in their favorite homemade salsas and bring in judges to declare a winner. Give a traveling salsa dish "trophy" that travels from winner to winner.

-Kevin Carter, River City Construc-



“The best way to have a good idea is to have lots of ideas.”

- Linus Pauling



More Ideas for Campaign Activities

Dress-Em Down Day:

For \$2 or \$5 donations, let the staff dress casual, such as blue jeans day, or casual shoe day, etc. United Way can provide stickers. Consider selling packs of 5, 10 or 20 to make more money. - *Jill Vogel, Pearl Companies*

Dress-Em Up Day:

Pick a fun luncheon theme and get your boss to dress the part, from luaus and Mardi Gras parties to rodeos and fiestas. The possibilities are endless!

Sports Spectacular:

Departments each design a sports contest such as a miniature golf hole, throwing a football through a hula hoop, a remote control car obstacle course, etc. The winning design is chosen through penny jar voting and everyone plays the contests at your thank you event.

Theme Basket Silent Auction:

Departments assemble theme baskets to display all week. Baskets go to the highest silent bidder. Plan an ice cream agency fair around the baskets to promote the auction and education about United Way agencies. - *OSF Saint Francis Medical Center*

Caring Hearts Café:

Turn an area in your office into a quaint little café with small tables with tablecloths and vases of flowers. Get management or local celebrities to wait tables and offer value meals. Employees can eat in or take out. Menu might include baked potatoes with fixings, chili dogs, nachos, and desserts. - *Trish Manley and Sheri Teal, Commerce Bank*

Raffles, Raffles, Raffles:

Try incorporating staff raffles into your campaign, such as a 50/50 drawing, a drawing for two extra vacation days, and more. - *Kyle Gordon, Federal Companies*

Roaming Reporters

Have committee members or several co-workers each pick a United Way agency to tour and then report back at your campaign meeting. Encourage them to share why they chose their agency and to hand out literature.

Reach Out: and share United Way information everyday of your campaign

Sample e-mail messages:

The Heart of Illinois United Way collaborates with 47 health and social service agencies throughout central Illinois, helping more than 1,100 people each day. By funding 104 different programs, the United Way utilizes your donation to help parents with daycare costs, provide health education, supply food and shelter, help children in scouting activities, provide home-delivered meals, secure jobs and much, much more.

Thank you! Because of you, our United Way campaign is guaranteed to be a success again this year! I hope you all have enjoyed participating in the fun and activities. Just a reminder, your contribution cards are due tomorrow. So far, we have already raised (blank) and we are only (blank) away from our goal! Keep up the great work and enthusiasm!

Sample Daily Trivia:

How many partner agencies does the United Way have?

What are the four, core community issues that the United Way funds?

What is the average number of people who receive help, each day, from United Way funded programs?

How many counties does the Heart of Illinois United Way serve?

For more sample email messages, games and trivia, visit hoiunitedway.org



“Great things are not done by impulse, but by a series of small things brought together.”

- Vincent Van Gogh

“Having speakers from local United Way agencies is a great way for employees to see how their contribution can make a difference in the lives of those in need. The real life situations they share with us opens our eyes and touches our hearts.”

*– Holli Wilmert,
Ameren*

Reach Out: and gather what you’ll need for an award-winning campaign meeting

Video:

The United Way campaign video is a great addition to your workplace meeting. It highlights the needs in our community and demonstrates how United Way funds are addressing them.

Speakers:

Agency representatives, United Way staff and volunteers, and labor representatives are available to speak. A five minute presentation helps your employees understand the connection between their gift and the lives they impact through giving.

Incentives:

Perk people’s interest with food and the possibility to win a prize. Secure gift cards from local businesses as door prizes and enter anyone who turns in their contributor card into the drawing. Ask your CEO for other possible incentives such as a day-off, a special parking space, a come-in-late card/leave-early-card, etc.

Checklist for a successful campaign:

Hold a short, intensive campaign:

- A one or two week campaign is the most effective for most organizations.
- Short campaigns keep the momentum and enthusiasm high.
- Use speakers and the United Way video.
- CEO involvement is vital.

Personalize contributor cards:

- Make sure everyone has an opportunity to contribute. Get help from data processing and department heads.
- Utilize and encourage payroll deduction to increase giving.

HAVE FUN!

- Hold a kickoff celebration to announce your goal.
- Hold special fundraisers for your theme.
- Generate enthusiasm with incentives (time-off is a favorite!).

Ask every employee to give and collect every contributor card:

- Remember those who work off-site, travel extensively or are on alternate shifts.
- Don't forget new hires and retirees.
- Allow time for questions.
- Encourage leadership giving through presentations where top management explains leadership giving programs.

Say Thank You!

- Don't forget to thank your fellow employees for participating in campaign events and for their contributions to the United Way.
- Consider holding a thank you event where your CEO does something "special" if your goal is met!



"We had a successful backyard barbecue with door prizes where we gave away a charcoal grill full of all the grilling amenities - plus other donated prizes. All employees who turned in their pledge cards during the luncheon got their names entered for the door prizes. We had 100 percent participation from everyone who attended the luncheon. We had an excellent speaker, Erica Baird, who really inspired our employees and brought life to our luncheon. Thank you Erica!"
- Amy Light, Heartland Community Health Clinic

“The duty of helping one’s self in the highest sense, involves the helping of one’s neighbors.”

- Samuel Smiles

Reach Out:

and bring everyone together for a 15-25 Minute Employee Campaign Meeting Agenda

2 MINUTES

Welcome

Presenter: Campaign Coordinator and/or CEO

- Greet employees!
- Distribute brochures & personalized contribution cards with the amount of last year’s gift indicated.
- Outline purpose of meeting.
- Introduce CEO and/or labor representative.

2 MINUTES

United Way Endorsement

Presenter: CEO, Senior Mgt. and Labor Rep.

- Endorsement by CEO and labor representative describing why they personally support United Way.
- Announcement of corporate gift by CEO.

7-15 MINUTES

United Way Speaker & Video

Presenter: Coordinator and United Way

- Introduce guest speaker.
- Benefits of giving to United Way.
- Show United Way Video (Discuss the order of video and presentation with speaker before the meeting.)

4-6 MINUTES

Campaign Information & Closing Remarks

Presenter: Coordinator

- Thank the speaker!
- Explain the contributor card and payroll deduction.
- Ask employees to consider giving to United Way.
- Answer any questions.
- Thank employees for their support and give date to return contributor card.

Frequently Asked Questions that might come up in your meetings

What is the United Way?

The United Way is a nonprofit organization who, with community partners, ensures that health and human care services are available for people in need by collecting and distributing funds and by providing collaboration, coordination, and leadership in the community.

Who does the United Way serve?

People who need help, many of whom are your neighbors, friends, and family. Your contribution benefits residents through 104 programs throughout Peoria, Tazewell, Woodford, Marshall, Putnam and Stark counties.

How much of my gift helps others?

The United Way has one of the lowest fundraising and administrative costs of any voluntary fundraising effort in our community with 90.5 cents out of every dollar helping people in central Illinois.

How will my contribution help?

The United Way addresses a variety of issues. For example, through your gift, United Way is able to fund day care and after-school programs, emergency food and shelter programs for the homeless, treatment to substance abusers and programs for senior citizens.

Why participate in a campaign?

The majority of charitable giving in our country comes from individuals, along with gifts from corporations, private firms and local organizations. Many companies that participate in United Way employee campaigns also make corporate gifts.

What if I don't want to give to an agency?

The Heart of Illinois United Way volunteers take great care in funding community programs. If you have a personal objection to an agency, there are several ways to personalize your gift to meet your preferences. You may exclude an agency or you may direct your gift to one or more agencies.

I already give to another charity, why should I give to United Way?

We all have favorite charities, but some problems cannot be solved by a single organization. More than 80 volunteers from diverse segments of the community decide where United Way funding can make the biggest impact.

Do I need a receipt of my gift to United Way for tax purposes?

Contributions are tax deductible if you itemize your federal tax return. To conform to federal law, United Way provides a receipt for all onetime, fully paid gifts (i.e., checks or credit card payments) of \$250 or more. Payroll pledges cannot be provided a receipt as only an employer can verify the amount withheld. The donor must use his or her paycheck stub to confirm their gift.

Whom do I call if I or someone I know needs help?

The Human Service Center, a 24-hour information and referral service, will help you locate the service you need. Call 674-7140 or 1-800-338-INFO. The service is free and confidential - it is one of the many services your United Way dollars provide.



*“Charity sees
the need, not
the cause.”*

- German Proverb

Additional Questions?

Call the Heart of Illinois

United Way at 309-674-5181 or

visit www.hoiunitedway.org.

United Way Generation United

New in 2009, this program for professionals ages 23 to 45 (or young at heart) creates opportunities for networking, volunteering, advocacy and giving - all in the spirit of addressing community needs.

If you're interested in more information, visit us online at hoiunitedway.org or call 309-674-5181, ext. 254.

Reach Out: and encourage leadership giving and participation

What is the Pillars Society? The Pillars Society is a group of individuals/couples who demonstrate extraordinary concern by donating \$1,000 or more annually to the United Way. Gifts can be made through payroll deduction, direct payments or stocks/securities. Last year the Pillars Society had 1,251 members whose gifts totalled \$2,360,076.

Can our gift be combined to qualify for Pillars Society membership? Yes! Couples may pledge at their workplaces, and if the combined pledges total \$1,000 or more they are eligible. It is necessary to notify United Way of their pledges because if each individual gift does not total \$1,000, the employer would not be aware of the eligibility.

Are Pillars Society gifts counted in employee campaign results? Most definitely! Gifts through the Pillars Society significantly benefit the community and dramatically improve employee giving results.

Do Pillars Society members receive special recognition? There is a special reception for members each fall. Additionally, members who choose to be recognized have their names listed in a special membership brochure and in the Heart of Illinois United Way's Annual Report. *NOTE: All costs of the Pillars Society are underwritten by corporate sponsors, thus ensuring that the contributed dollars go to the services to which they are intended.*

How do I become a Pillars Society member? Simply complete the Pillars Society pledge card provided, contact your employee campaign chair, or call the Heart of Illinois United Way at 309-674-5181, ext. 232.

What is the Active Community Circle? *The Active Community Circle recognizes individuals and families who contribute \$500 to \$999 annually. Members, who choose to be recognized, have their names listed in the Heart of Illinois United Way's annual report to the community.*

Reach Out:

and say thank you while sharing your results

Your co-workers made it happen - so give them credit. Consider having a thank you event and send thank you messages whenever you can. Hand write special notes to your committee.

Sample thank you message:

Your gift to the United Way becomes part of a united effort to invest in our community. It is less about helping just one person, and more about changing systems that helps us all.

Your one gift stays right here in central Illinois and helps more than just one person, one family, or one charity—it helps build a strong community for all of us.

Thank you for making a difference for so many.

More Fun Thank You Ideas:

- *Thank you cookies: wrap homemade cookies with a thank you*
- *Casual days throughout the year*
- *Movie tickets*
- *Executives wash cars or provide valet service*
- *Drawings—to win days off or gift certificates*
- *Create a Prize Patrol to deliver special thank you's*
- *Secure thank you from CEO*
- *Personal letters from solicitors*
- *Hold a 'Celebration Cookout' or a 'Scooping Up' Ice Cream Social with management serving the food and thanking employees*

"Always thanking donors is a must. Cookies in the break room or dining room along with a poster board showing you reached your goal is easy and shows staff your appreciation."

-Amy Epkins, Illinois Mutual



"The best things in life aren't things."

-Art Buchwald

It is very important to compile the results of your campaign as soon as possible upon completion.

Reach Out: and turn in your campaign results to United Way

Add It Up:

- Make sure all contributor cards are accounted for and returned. Ensure all special event money is totaled.
- Results can be tabulated on the Campaign Report Form which is available electronically via email as a Microsoft Excel Workbook or as a hard copy (see next page for more details).

Turn-In Your Results:

- Use the new Report Envelope to submit your results.
- Enclose the United Way (white) copy of the contributor cards, checks and cash (no coins).
- Attach the Report Form in the space provided on the front of the envelope. If your organization uses its own card, please include a list of donors.

Arrange for Pick-Up or Drop-Off:

- Call your United Way staff contact or your Campaign Ambassador if you have any questions or to pickup your results.
- You can drop-off your report to the United Way at 509 W. High Street, Peoria.

Produce a Final Summary Report:

- Report back to your organization on your campaign's per capita, average contribution, total dollars raised, results from special events, etc.
- Meet with your CEO, committee, and payroll department to evaluate and plan for next year.



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Pamela Biles <i>Data Management Coordinator</i>	226
Mary Brown <i>VP of Finance and Administration</i>	237
Gina Edwards <i>VP of Marketing and Communications</i>	234
Linda Fondren <i>Executive Assistant</i>	228
Maggie Heppner <i>Success by 6 Project Manager</i>	229
LeaAnn Heuser <i>Campaign Associate</i>	254
Connie Higgins <i>VP of AFL-CIO Community Services</i>	239
Don Johnson <i>VP of Community Investment</i>	230
Alison Morrissey <i>VP of Resource Development</i>	232
Lauri Shoemaker <i>Resource Development Manager</i>	235
Michael Stephan <i>President</i>	233
Lisa Wakeley <i>Campaign Information Coordinator</i>	241
Billie White <i>Bookkeeper</i>	240

Our Campaign Ambassador

Your time and efforts make a difference in your campaign and in the lives of many here in central Illinois. Thank you!

In 2008, the Heart of Illinois United Way completed a Community Assessment of our area. The key issues and trends identified in the study focus on income, poverty, education and health.

See how investing in the United Way can make a difference . . .

- **More than 40,000 people live in poverty in central Illinois**
- **1 in 4 children in central Illinois under the age of 5 live in poverty**
- **The average age of a homeless person is nine**
- **Food pantries in central Illinois are experiencing significant increases in requests for food**

Currently, the Heart of Illinois United Way provides approximately \$1.15 million to programs that support homelessness prevention, emergency shelters, transitional housing, food pantries and many other services that support basic needs.

- **40 percent of children in central Illinois enter kindergarten behind in their development**
- **Unemployment rate for high school dropouts is 20 percent**
- **1 in 5 adults in central Illinois cannot read or write efficiently in everyday situations**

Currently, the Heart of Illinois United Way provides approximately \$1.55 million to support early childhood education, literacy, mentoring, tutoring and afterschool programs.

- **1 in 3 people will develop cancer in their lifetime**
- **Every 71 seconds someone is diagnosed with Alzheimer's**
- **24 percent of adults in central Illinois suffer from doctor-diagnosed arthritis**
- **39,253 people in central Illinois do not have health insurance**

Currently, the Heart of Illinois United Way provides approximately \$1.10 million to support local health clinics, health education classes, prevention programs, and rehabilitation services.

- **Each day, one fire victim in central Illinois is left homeless**
- **Every 15 seconds in the United States a woman is beaten**
- **200,000 individuals in Illinois have a developmental disability**

Currently, the Heart of Illinois United Way provides approximately \$1.39 million to support a variety of programs geared towards building self-reliance including affordable housing, independent living, job training and education.



“Look up and not down. Look out and not in, and lend a hand.”

- Edward Everett Hale

INSTEAD OF JUST HANGING OUT TOGETHER ON SATURDAYS
**WE'RE HELPING FAMILIES
STAY TOGETHER**
BECAUSE WE DON'T JUST WEAR THE SHIRT, WE LIVE IT

LIVE UNITED

LIVE UNITEDTM

United
Way

