



HOW CAN I GET INVOLVED?

Last year 1,400 organizations of all sizes made support of United Way of Greater Milwaukee a priority. These organizations realize that it can improve a company's bottom line. They also know that what's good for the community is good for business. It provides a better prepared workforce and a healthier customer base, things that ultimately translate into better business results for you.

There are three main ways that a company can support United Way. You can choose one – or all – of these opportunities to strengthen our community:

1. RUN A WORKPLACE CAMPAIGN.

- This approach shows company-wide support from leadership and allows employees to get involved in the giving.
- Last year more than 68,000 donors gave through their workplaces.
- Of that amount, 60% percent participated in payroll deduction. This easy, convenient approach to giving allows employees of all income levels the chance to Live United. Best of all the giving is spread out throughout the year which allows many donors to give at a higher level than a one-time gift.

2. GIVE A CORPORATE GIFT.

- More than 608 companies provided United Way of Greater Milwaukee with a corporate gift last year.
- Some businesses provide a flat amount ranging from \$100 to thousands. For some, it is a leadership gift from the owner(s). For others, they use the corporate gift as an incentive with their workplace campaigns by matching the dollars raised by employees. And still others get really creative with their generosity by sharing dollars received from company honors received, board involvement matches or vendor thank you programs.

3. PROVIDE IN-KIND SUPPORT OR SPONSORSHIP.

- Several companies appreciate the opportunity to share their resources with United Way offering services, products or marketing assistance.
- Each of these partnerships is vital in helping United Way of Greater Milwaukee to keep administrative costs low and donor gifts focused on ensuring strong community outcomes.
- Sponsorships and partnerships with United Way provide involved companies with definite advantages. Some like the assurance of knowing that their community investment is being maximized. Others value the marketing advantage of reaching key community audiences or promoting their product/service through a reputable nonprofit organization. While still others help simply because they can and it makes them feel good!

GIVING IS GOOD FOR BUSINESS.

A recent national study found that 70% of consumers are willing to pay more for products from socially responsible companies. *(Corporate Social Responsibility Perceptions Survey 2010, PENN SCHOEN BERLAND)*

Contact United Way to learn more about getting your organization involved: 414.263.8328.