



**United Way of
Randolph County**

WHY CAMPAIGN?

FOR MORE INFORMATION UNITEDWAYRANDOLPHCOUNTY.ORG
501 W. ROLLINS ST, MOBERLY MO 65270 | 660-263-6588
ATINA@UNITEDWAYRANDOLPHCOUNTY.ORG

ANSWERING THE WHY

Beyond the clear benefits of helping those in need and aiding us to develop solutions for long-term change, there are many reasons why a corporate giving campaign is beneficial for your organization.

Corporate Recognition. Your support is acknowledged by United Way of Randolph County providing positive exposure for your organization, which can help your marketing, recruitment and retention efforts.

Invest Locally. The funds we receive are invested locally to create lasting change, the money you and your employees contribute is a direct link to the community, making it a better place to live, work and do business. Money raised here stays here and 98 cents of every dollar stays in Randolph County.

Focus Your Efforts. Allows employees to give to a single organization that contributes to a variety of causes.

Because giving to United Way is easy. Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year.

Because there's something for everyone. Donors can choose to designate their gift to United Way programs of their choice in Randolph County or to United Ways in their home communities. Since thousands of local residents are impacted by United Way programming, almost everyone will know someone who's benefited (maybe even themselves).

HOW IT WORKS

We will work with each company to create the best plan for their team. Each company decides how they want to support United Way of Randolph County. Here are a few examples on the following page.

We will provide materials that you'll need: like posters, pledge cards, slide decks, etc. We have included an example of our payroll pledge card on the last page of this document.

HOW IT WORKS, CON'T

Company L:

They do small fundraisers throughout the year. Funds are donated after events.

Company O:

This business hosts a standard workplace campaign and offers payroll deduction. The employee requests a certain amount to be withheld. Checks are sent to UWRC quarterly.

Company I:

Company I does payroll deduction and small fundraisers through the United Way Campaign Season (September to November). Payroll deductions are mailed to UWRC quarterly. Checks and cash from fundraisers are given to UWRC after the event.

Company M:

This business opts to offers employees to buy "jeans day" or a dressed down days. Funds are donated to UWRC yearly.

Company R:

This small business opts to invest through sponsorship of the campaign. They pay quarterly.

WHERE THE MONEY GOES

- Christos Center - local food bank
 - Community Childcare Learning Center - early childhood
 - Food Bank of Northeast and Central Missouri - food bank
 - Higbee Senior Center - on-site senior meals
 - Randolph County 4-H - youth programming
 - Randolph County Primary Care Clinic - Randolph County Health Department
 - Senior Americans Multipurpose Center - senior meals, on-site and delivered
 - Mid-Mo Productivity & Packaging Specialists - Sheltered Industries
 - St. Vincent de Paul - financial support
 - The Salvation Army: Moberly Service Unit - financial support
 - Safe Passage - domestic violence shelter for women and children
- United Way of Randolph County also offers the following programs.
- Dolly Parton Imagination Library - free books up to age five
 - Dual Credit Scholarships - financial support for area high school students taking dual credit classes
 - Operation Warm - providing coats and winter gear for area students in need

READY TO GET STARTED?

Please reach out! You can reach Atina Roberts, executive director, at 660-263-6588 or on her cell phone at 660-676-5438. She can also be reached at atina@unitedwayrandolphcounty.org.

Example of pledge card.

THE IMPACT OF A DOLLAR

NO MATTER HOW MUCH YOU CHOOSE TO GIVE, YOUR DONATION TO UNITED WAY CHANGES LIVES.

Average Weekly Contribution = **BIG** Impact



A \$5 CUP
of coffee



140 MEALS FOR
DISABLED ADULTS



A \$10
lunch out



TRANSPORTATION TO
MEDICAL
APPOINTMENTS FOR
40 FAMILIES



A \$20 PAIR
of movie
tickets



RENTAL OR UTILITY
ASSISTANCE FOR 12
FAMILIES



A \$50
dinner out



YEAR ROUND CASE
MANAGEMENT FOR
ABUSED WOMEN AND
CHILDREN



A \$100
shopping
spree



ACCESS TO QUALITY
AND SAFE AREA
PRESCHOOLS

Your gift allows you to become part of the solution to complex community issues, like homelessness and school readiness, through the continuation of vital health and human service programs. You can help change stories for people in our community for just a few dollars per paycheck. It may not seem like much to you, but your weekly contribution adds up to a BIG impact in the lives of your neighbors. Your gift is put to work throughout Randolph County, Middle Grove, Salisbury, and Madison. Above is just a small list of the impact your dollar will have. See our website for more information.

www.UnitedWayRandolphCounty.org

MY INFORMATION

Name: _____

Address: _____

City: _____ Zip Code: _____

Email: _____

Employer: _____

GIVE

Fair Share Pledge

(One hour pay per month x 12)



Payroll Deductions

Per Pay Period:

\$25 \$20 \$15 \$10 \$5

Other \$ _____

Number of pay periods: _____

Other Options

Cash Attached \$ _____

Check Attached \$ _____

Bill me quarterly at home \$ _____

Designate Your Donation

Community Fund* Education

Health Financial Stability

Specific Organization:** _____

* Donations with no designation will automatically be directed to the community fund. Those dollars are distributed out to address the most critical needs.

** Eligible agencies must be a nonprofit addressing needs in Randolph County, Middle Grove, Madison, or Salisbury, Missouri.

SIGN & DATE

Sign _____ Date _____