

United
Way



United Way of Greater
Richmond & Petersburg

WORKPLACE CAMPAIGNS



Partnering with United Way Makes Good Business Sense

Partnering with United Way of Greater Richmond & Petersburg to establish a **workplace campaign** means much more than just raising money. As the leader of a local business, this is your opportunity to have a profound impact on our community while reinforcing your reputation as a good corporate citizen. Consider the following:

The money you raise stays here, improving the lives of thousands of people in our community. We support programs, initiatives and agencies in the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Henrico, Hanover, New Kent, Powhatan and the cities of Colonial Heights, Petersburg and Richmond.

You'll receive positive recognition when you support United Way in your workplace and will join more than 600 other area businesses recognized for doing good in our community. Research shows that customers have a strong preference for businesses that "give back."

United Way will connect you with volunteer opportunities in the community, guaranteeing that your employees are participating in results-oriented, community-driven projects that make a lasting difference.

Convenience and affordability of gifts through payroll deductions and other giving options will provide your employees the opportunity to make a significant impact on their community without a significant impact on their wallets.

Your charitable giving is simplified. Because we help to support 85 critical programs that provide health, safety, education and a future to thousands of local people, the impact of your gift multiplies exponentially while simplifying the giving process.

The dollars you raise are spent wisely and effectively to do the most good in our community. Only efficient, high-impact programs that achieve measurable outcomes are chosen to receive grants through the Community Impact Fund.

United Way drives initiatives like these that benefit us all. **2-1-1 Virginia** is an easy-to-remember phone number that connects people with free information on available community services. **Smart Beginnings Greater Richmond** is mobilizing the community to ensure that all children enter school ready to succeed. **MetroCash** offers free tax filing assistance. And **Agewave**, is helping the community achieve readiness for our aging population.

To set up your workplace
campaign today, contact:

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Chief Development Officer

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Your workplace campaign can get results.

United Way advances the common good by focusing on the building blocks for a good life: education, income and health. When you support United Way, you are helping to meet the most pressing needs in the Greater Richmond and Petersburg region. Thanks to local businesses and individuals, thousands of people received help last year — and they now have better lives and brighter futures!

EDUCATION

Young Children



School-Age Youth



You are preparing children to be successful in school and in life.

2,400 children served through United Way funded quality child care and home visiting programs.

More than 12,000 youth are having more success in school through United Way.

INCOME

HEALTH

Individuals and Families



You are helping children and families stay in their homes, pay utility bills, and eat. And, you are helping older adults age with dignity.

11,000 local people gained access to emergency financial assistance. More than 30,000 people have access to job training, housing assistance, emergency shelter, and case management.

1,700 vulnerable older adults gained access to adult day care and home health services. More than 11,000 older adults receive meals, transportation, care and legal assistance to help them continue to live at home.

www.yourunitedway.org