

WORKPLACE CAMPAIGN GUIDE 2020-2021



United Way of Greater
Richmond & Petersburg



TABLE OF CONTENTS

STEPS TO SUCCESS

PAGE 4

YOUR WORKPLACE CAMPAIGN MATTERS

PAGE 6

HOW TO RUN A WORKPLACE CAMPAIGN

PAGE 7

Prepare

PAGE 8

Inspire

PAGE 16

Ask

PAGE 18

Thank

PAGE 20

CAMPAIGN SPOTLIGHT

PAGE 21

LEADERSHIP IN A TIME OF CRISIS

PAGE 24

FAQ

PAGE 26



**A MESSAGE FROM
JAMES TAYLOR,
PRESIDENT & CEO**

Dear Employee Campaign Manager,

Thank you for committing to serve as your company's Employee Campaign Manager (ECM) for your United Way of Greater Richmond & Petersburg Workplace Campaign. ECMs represent some of our most dedicated volunteers. We are so grateful you have chosen to serve in this role.

As an ECM, your job is an important one. You are responsible for leading and shaping your organization's Workplace Campaign. As a result, you are playing a pivotal role in helping your local United Way improve the lives of everyone in our community.

The good news is, we're here to help. This guide, along with resources on our website and the support you will receive from United Way staff, will help your campaign run smoothly, while making it fun and engaging for your colleagues. Again, thank you for your leadership. Now, let's get started!

IMPORTANT NOTE

We are here to help make your campaign a success. Please contact your United Way representative for assistance in planning and executing any of the ideas in this guide.

Sincerely,

James L.M. Taylor, President & CEO

STEPS TO SUCCESS

We empower individuals and address systemic problems to provide everyone with a clear path to success.

 **CONNECTED & HEALTHY OLDER ADULTS**

 **FINANCIAL WELL-BEING**

 **COLLEGE- OR CAREER-READY**

 **HIGH SCHOOL GRADUATION**

 **MIDDLE SCHOOL ENGAGEMENT**

 **THIRD GRADE READING**

 **KINDERGARTEN READINESS**

 **BORN HEALTHY**

 **BASIC NEEDS: FOOD, SAFETY & HOUSING**

OUR REGION

We serve the region's neighborhoods and rural areas alike, providing direct services and support to partners in 11 localities in all – the cities of Richmond, Petersburg and Colonial Heights and the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent and Powhatan. When your colleagues make a donation to United Way, those dollars are invested right here at home where they live, work and play.





YOUR WORKPLACE CAMPAIGN MATTERS

Whether you're at a small business, a major corporation or even a nonprofit organization, you can join the hundreds of local businesses and organizations that support United Way of Greater Richmond & Petersburg with workplace campaigns each year.

UNITED WAY'S WORKPLACE CAMPAIGNS ARE:

GOOD FOR YOUR EMPLOYEES

Workplace campaigns are a fun and convenient way for employees to have a significant impact on their community.

GOOD FOR YOUR COMPANY

Partnering with United Way of Greater Richmond & Petersburg is a clear statement that your organization is committed to helping everyone in our community and reinforces your reputation as a good corporate citizen.

GOOD FOR YOUR COMMUNITY

By raising money that stays here in Greater Richmond and Petersburg, you're improving the lives of people right in your backyard and addressing a variety of challenges through one strategic partnership.



IMPORTANT NOTE

We are here to help make your campaign a success. Please contact your United Way representative for assistance in planning and executing any of the ideas in this guide.

HOW TO RUN A WORKPLACE CAMPAIGN

Each campaign should be different and intentionally tailored to your organization's unique culture and identity. Setting up and running a campaign is simple, and we can help you every step of the way.

1 PREPARE PAGE 8

2 INSPIRE PAGE 16

3 ASK PAGE 18

4 THANK PAGE 20



1

PREPARE

It is important to know what you need to do before starting a campaign. By having time to prepare, you can work with United Way staff and fellow colleagues to make your campaign a success.

HERE'S HOW TO GET STARTED

✓ **Talk with United Way**

We are here to help! The most effective ECMs work closely with United Way and are readily able to share information about our work with their colleagues. We would love to get you up to speed on our newest initiatives, as well as talk about campaign ideas and best practices. Speak with your United Way representative to learn all about our work. We offer trainings and are available for brainstorming what will work best for your campaign.

✓ **Secure support from top-level management**

The most successful campaigns have strong support from the highest levels of leadership. Meet with your organization's executives and confirm their support for your campaign. Map out any places where you'll need their specific involvement, such as sending an email from the CEO to kick off the campaign. Make sure they know about campaign dates and goals, and be sure to ask about any corporate gifts or company matching programs for employee gifts.

✓ **Recruit your team**

Create a team that is large enough to help you manage your campaign. Ideally, campaign teams should include employees from a variety of levels and departments. This will not only lighten your workload, but will increase involvement and awareness across the organization.

✓ **Organize a leadership giving program**

Learn more about United Way's Leadership Circle and Alexis de Tocqueville Society (pg 19). United Way has dedicated leadership giving staff available to help brainstorm ideas for soliciting leadership gifts. Recruit a Leadership & Tocqueville Chair to your team so you have someone who is 100 percent focused on leadership giving.

✓ **Set a campaign goal**

Employees want to have something to strive for, so set a campaign goal for your company! If you ran a campaign in previous years, look at the numbers and think about what you can achieve. You and your team will feel great when you reach your goal. Ask senior leaders if you can offer incentives to employees for hitting the goal (e.g. a company happy hour or pizza lunch).

IMPORTANT NOTE

We are here to help make your campaign a success. Please contact your United Way representative for assistance in planning and executing any of the ideas in this guide.

UNDERSTANDING YOUR ROLE AS EMPLOYEE CAMPAIGN MANAGER

As an Employee Campaign Manager, your role is to plan, coordinate, delegate and implement a successful United Way campaign for your colleagues.

As the ECM you are responsible for:

- Developing a campaign timeline with your United Way representative
- Serving as the organization-wide leader of your campaign
- Coordinating the overall execution of the campaign plan
- Arranging all campaign meetings
- Monitoring and reporting campaign results in a timely and accurate manner
- Working with your campaign team to ensure everyone understands their roles
- Thanking all colleagues who become involved with the campaign
- Evaluating your campaign and making recommendations or plans for next year's effort

RECRUITING YOUR CAMPAIGN TEAM

A team of campaign volunteers will not only make your job easier, but it will also increase the success of your campaign. The size of your team depends on the size of your organization. We have suggested some roles and responsibilities below, but remember that you have the ability to add or remove based on what will be best for your campaign.

Communications Coordinator

- Develops a campaign communication timeline
- Works with United Way representative to development talking points, find communication resources and plan for any speakers
- Identifies internal opportunities for year-round communications



Tocqueville Ambassador

- Works with ECM to provide communication to current and prospective Alexis de Tocqueville Society members
- Plans any events that will be for Alexis de Tocqueville Society members specifically



Leadership Circle Ambassador

- Works with ECM to provide communication to current and prospective Leadership Circle members
- Plans any events that will be for Leadership Circle members specifically
- Senior Executive Campaign Chair
- Provides executive-level support for the campaign
- Works to increase corporate gift or matching gifts
- Encourages employees to give through the campaign

Volunteer Coordinator

- Works with United Way representative to identify and promote United Way volunteer opportunities that fit within the planning timeframe, budget and other company-specific parameters
- Coordinates logistics with United Way representative and serve as an on-site contact at volunteer events

SHARING UNITED WAY'S MISSION

United Way of Greater Richmond & Petersburg has a wide portfolio of work we are doing in the region. It can be tough to succinctly explain why it is so important for colleagues to support the campaign while helping them understand the impact their support has on our community. Here are some ways to help your colleagues understand what makes United Way special.

Make it personal.

Everyone has come across adversity somewhere along the *Steps to Success*. Whether you or someone you know struggled in school, has dealt with financial hardships or had difficulties meeting their basic needs – these are all circumstances that arise as we move through life, particularly depending on the support systems we have in place.

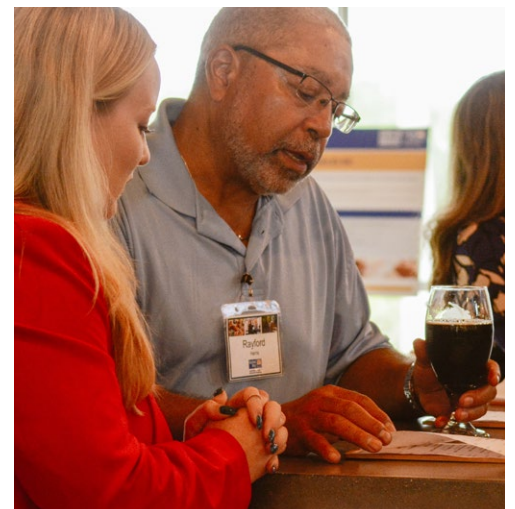
Think about someone you know who may have struggled in one of these areas. Maybe your parents are getting older and thinking about their health? Or maybe your neighbor recently lost a job and is struggling to stay afloat financially? These are the examples that can help make your presentation personal.

Connect the dots.

United Way works directly across the *Steps to Success*. We lead a number of programs and initiatives right here in Greater Richmond and Petersburg and we partner with agencies who fill in the gaps. That neighbor who is experiencing financial setbacks can benefit from having their taxes done at a United Way **Volunteer Income Tax Assistance** site. The older adult in your life can benefit from the direct service provided by a United Way funded program that helps them live independently and stay connected to their peers.

Share the impact.

Without a unifying force in our community looking at these issues, developing solutions and ensuring donor dollars are spent effectively, many people in our region would not receive the help they need. United Way is here to support and uplift those who need help the most and it starts when each donor makes a decision to give to this important work.





WHAT DOES UNITED WAY OF GREATER RICHMOND & PETERSBURG DO?



Our mission is to empower individuals and drive systemic change to provide everyone with a clear path to success. We do this by understanding the evolving needs of communities in our region and stepping in to help by leading targeted initiatives and supporting other local programs.

We serve the region's neighborhoods and rural areas alike, providing direct services and supporting partners in the cities of Richmond, Petersburg and Colonial Heights as well as the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent and Powhatan – 11 different localities in all.

We do the research

We have a dedicated research team that studies local data to track problems in our communities and works with partner organizations to develop solutions that actually move the needle.

We fund local nonprofits

We invest in dozens of fantastic nonprofit agencies doing critical work in communities throughout our service area. We use our Steps to Success framework to guide funding decisions and ensure dollars go to organizations and programs working in each of our nine key areas.

We tackle the issues

We identify areas of need and bring together local governments, businesses, schools and volunteers to drive positive change in communities across the region.

We empower people

We connect individuals with knowledge and services, which has a positive impact on the lives of people in the community as well as the lives of their family members, friends and neighbors.

We bring together volunteers

Whether it's distributing literacy kits to young students or spending time with older adults to combat social isolation, we bring volunteers together to improve the lives of people in our region.

We lead programs that make a difference

We run a variety of programs that fix systemic problems and provide direct support to families and individuals.

PROGRAM SPOTLIGHT

Kindergarten Readiness KINDERGARTEN COUNTDOWN CAMP

In our service area, 1 in 6 students start kindergarten without the skills necessary to learn and thrive in elementary school. Our **Kindergarten Countdown Camp** program aims to prepare these students for kindergarten at no cost to families in need.

Financial Well-Being VOLUNTEER INCOME TAX ASSISTANCE

Our **Volunteer Income Tax Assistance** program provides free tax assistance for low- to moderate-income families and individuals. This program promotes financial well-being and gives everyone the chance to achieve wealth equity in our community.

College- or Career-Ready WORKFORCE PARTNERSHIP TEAM

Many Richmond residents face obstacles that prevent them from landing and maintaining a stable job. The **Workforce Partnership Team** brings together workforce professionals and service providers to remove barriers to employment and help everyone in our region secure a steady, sustainable job with a livable wage.

YOUR DONATION MAKES A DIFFERENCE

Your gift to United Way of Greater Richmond & Petersburg makes a difference in the lives of those who need it most.

\$1 /week

provides early learning resources to three kindergartners in schools in areas of need across the region

\$3 /week

provides financial literacy classes, employment assistance and budgeting skill development for 474 students and individuals

\$10 /week

provides free tax prep to three families, maximizing refunds and keeping thousands of dollars in our community

\$25 /week

provides high quality out-of-school time programs for 500 youth

\$50 /week

provides one month of adult day care services for two older adults in a safe, nurturing environment

To make a donation, get involved or learn more about our community, please visit www.YourUnitedWay.org



CAMPAIGN PLAN AND TIMELINE

12
weeks

- Plan your campaign with the help of United Way representatives. Determine start and end dates, map out any events and set your fundraising goals.
- Recruit additional campaign committee members.
- Look over notes from past campaigns or meet with previous ECMs to review challenges and successes.
- Brief senior executive leadership and choose Alexis De Tocqueville and Leadership Circle Ambassadors.

10
weeks

- Finalize your organization's campaign committee.
- Begin regular United Way team meetings.

8
weeks

- Finalize your United Way giving platform.
- Develop a campaign theme and calendar of events with United Way representatives.
- Develop Giving Community strategies with Leadership Circle and Tocqueville Ambassadors and begin planning dedicated events for these groups.
- Plan and recruit volunteers for volunteer opportunities.

6
weeks

- Develop a communications plan, making sure to check out United Way's campaign templates and resources.
- Coordinate with your United Way representative to have a story or presentation shared during your campaign.

4
weeks

- Talk to your United Way representative about our latest work. Practice your presentation to colleagues so you are ready to tell the United Way story.
- Send "preview" email about campaign kick-off and how employees can give.

2
weeks

- Host events for your top-level donors.
- Leadership ambassadors should follow up with any potential donors.



- Host kick-off event for all employees.
- Remind your team of your campaign goal and set check-ins to discuss updates throughout the campaign.
- Throughout your campaign, make sure you are asking for your colleagues to pledge their gift to United Way. People won't give unless you ask!
- Continue educating employees, with help from the United Way team.
- Send initial pledge email and make sure you have a timeline to send reminders throughout the campaign.

CAMPAIGN KICK-OFF

A good way to think of a kick-off is a company-wide event or meeting to educate and inspire your colleagues about United Way with an element of fun. Some larger companies, like **UPS**, host a campaign kick-off in coordination with a fun event like a chili cook-off. Some smaller companies, like **Virginia Bankers Association**, host an all-staff meeting where they have speakers present about United Way. Every Workplace Campaign is different. Your kick-off should be tailored to your organization and what best suits your needs.

Things to think about when planning a campaign kick-off event:

What does your budget look like?

You do not want to start planning an event only to realize it is not financially feasible. Talk with your senior executive leadership about plans and budget first.

Are your employees interested?

A key factor in planning an event is to plan something fun and interesting for your employees. Participation by employees is what will make your kick-off a success. Know their interests, think about what would work best for your organization's culture and work from there to plan something tailored for your company.

What can you do?

Think about the logistics of an event. If you are at a large organization, think about how you can engage smaller sets of employees to keep them interested. If you are running your campaign at your busiest time of year, a kick-off event during work hours might not be the most productive. There are ways to have great kick-offs, large and small, but be aware of what is realistic.



2

INSPIRE

A key part of your campaign is inspiring your colleagues to support United Way's work in your community. Below you'll find ideas for how and when to promote United Way information to your team

SHARE THE ENTHUSIASM

Volunteer Opportunities

Engaging employees in volunteer opportunities will give them a connection to United Way's work. If you are interested in setting up a volunteer opportunity for your organization, please contact your United Way representative.

Promotional Opportunities

We're here to help! United Way has ready-to-go materials for you to promote your campaign, including:

- Posters and flyers
- Template email messages
- Info sheets about our work in specific areas
- Pop-up banners
- And more

Custom Promotional Materials

Many companies like to develop their own materials to promote their campaign. We think that's great! Talk to your United Way representative to brainstorm ideas and see where we can be helpful.



THREE PHASES OF PROMOTION

BEFORE campaign

- Share information about United Way's latest work. This can be done via email, during planning meetings, in the break room – anywhere!
- Thank prior year donors. It is important to acknowledge employees that have given in previous years. Be sure to appreciate them leading up to the campaign kick-off.
- Share prior year results. By sharing last year's results and your campaign goal for this year, you are giving your employees something to work toward! If you would like help setting a goal, please speak with your United Way representative.
- Share a schedule of activities for the upcoming campaign. This schedule will generate excitement among employees and give your team an idea of what to expect.
- Send a campaign preview email.*
- Display info sheets and campaign posters throughout the office.*

DURING campaign

- Send a campaign kick-off email from your CEO.*
- Share instructions for making a pledge.
- Send donation reminders.*
- Offer speakers from United Way. This will help employees have a better understanding of the work United Way does in the community.
- Inform employees about incentives or corporate matching gifts. If your senior leadership has matching programs or corporate gifts, it can encourage employees to give more.
- Offer volunteer opportunities to your employees. Volunteer opportunities will help employees feel connected to United Way's mission.*

AFTER campaign

- Highlight campaign results. Share this number and be sure to thank everyone who participated.
- Thank donors for their contribution. Hosting a "thank you" event or giving out tokens of appreciation are two great ways to make people feel like their contribution was important.
- Send a thank you email to your campaign team.*
- Send a thank you email to donors.*

IMPORTANT NOTE

* These resources are available on our website. If there is something that is not included here that you think would be useful for your campaign, let us know and we will work with you to find a solution that meets your needs.



3

ASK

People do not give if they are not asked. It is important to directly ask your colleagues to make a donation to United Way throughout your campaign. Your ask may come in multiple channels – in person, during kick-offs or through email. Below is information about Giving Communities and tips for how to make “the ask.”

MAKING THE ASK

Talk to your United Way representative

We are available to help come up with the best strategy for making your ask.

Get their undivided attention

Talk to your colleagues at a meeting or kick-off event and ask them to consider participating in the United Way campaign.

Tell the United Way story

Come prepared with why people should give and the value United Way has in our community. Use the tips on page 10 to help prepare. If you would like to invite a United Way representative to tell the United Way story, please let us know and we can have someone ready.

Explain how to give

As the ECM, you have the ability to determine which giving platform will be used. There are a couple of options to choose from. Keep in mind, if you work for a larger parent organization, your company may have already determined the giving platform to use. Check with your contact at the parent organization to learn more.

Address concerns and questions

Know your materials and answer questions honestly. If you don't know, seek out your United Way representative to help answer questions. Not everyone will have the same questions or concerns, but make sure you are positive about finding answers to everyone's questions. We want everyone to be comfortable with their gift.

Share additional giving options

Additional giving options, including gifts of securities and IRA charitable contributions are also available. Please contact our office to learn more.

United Way representatives are available to help during the planning or execution of your campaign. We know it can be especially difficult to ask for donations and we are here to make that process as easy as possible. If you would like suggestions, tips or for a speaker to make “the ask,” please let us know.

GIVING COMMUNITIES AND LEADERSHIP LEVELS

United Way's Giving Communities are a great way to encourage employees at your company to consider making a donation at the level that is right for them. Each group has a unique set of benefits. Learn more at YourUnitedWay.org/giving-communities

YOUNG LEADERS SOCIETY

Recognizing donors under age 40 who give \$250 or more annually.



LEADERSHIP CIRCLE

Recognizing donors giving \$1,000-\$9,999 annually.



Women United Recognizing female donors giving \$1,000 or more to Leadership Circle annually.

ALEXIS DE TOCQUEVILLE SOCIETY

Recognizing donors giving \$10,000 or more annually.



Women United Recognizing female donors giving \$1,000 or more to ADT Society annually.

ALWAYS UNITED

Recognizing donors giving in retirement and beyond.



OUR TWO MAIN GIVING PLATFORMS ARE

1. PAPER

Employees fill out paper pledge forms and return them to you, the employee campaign manager. Your job is to collect pledge forms, make copies for the donor and your payroll department and deliver the original to United Way. Pledge forms can also be completed electronically using our fillable PDF.

2. e-PLEDGE

E-Pledge is an online giving platform that allows employees to use a customized link to manage their donations. United Way staff will set up your E-Pledge page and manage the back end for you.

4

THANK

Thanking those who participated in your campaign is a critical part of your campaign. Not only will your colleagues feel appreciated for their contributions, but they will be more likely to support the campaign in the years ahead because they know their contributions truly made a difference.

Thank top-level management support

The most successful campaigns have strong buy-in from senior leadership. Thank your executive leaders for their support of the campaign. Be sure to highlight any effort on their part to secure corporate gifts or company matching programs.

Thank your campaign team

Your team will have helped your company's campaign from start to finish. They were able to lighten your workload and increase the impact of your campaign. Be sure to thank them for their dedication and hard work.

Thank those who donated or participated in events

At United Way, we are extremely grateful for every gift, large or small. Be sure to acknowledge each employee that donated, advocated or volunteered during your company's campaign.

GIVE UNITED WAY A CHANCE TO SAY THANK YOU

United Way sends regular communication to donors through email and regular mail. We would love to stay connected to our donors at your organization! Share donor details so that United Way is able to include employees on thank you mailings and give them updated information about what we do throughout the year.

Donors who gave at Leadership levels are eligible for membership in the Young Leaders Society, Leadership Circle and Alexis de Tocqueville Society. These memberships include networking opportunities, luncheons, happy hours and more.

CAMPAIGN WRAP-UP

After thanking your employees, there are a few things left to do.

REPORT results

- During your company's campaign, collect all gift information.
- Look over paper pledge forms if possible to ensure everything looks correct.
- Schedule a time with United Way to pick up results and any materials that you used during the campaign.

PLAN ahead

Take a deep breath, then get a head start on planning for next year.

- Gather feedback about the campaign from senior leadership, campaign team and United Way representatives. Talk about what worked and what didn't work, and start a conversation about new and different ideas to try for next year.
- Save all relevant notes and resources in an easy-to-remember place for volunteers to use next year.
- Identify next year's ECM and make a formal introduction between the new ECM and your United Way representative.

STAY involved

United Way has events and opportunities throughout the year, even when campaigns are not running. Here are some ways to stay involved and updated.

- Schedule quarterly meetings with your United Way representative to stay in the loop on all of our activities, so you are ready to hit the ground running when next year's campaign begins.
- Work with Human Resources to implement a new-hire program to give new employees the opportunity to contribute when they join the company. Ask your United Way representative for help and ideas on this front.
- Implement a year-round communications program that shares the impact of United Way's work. We send out regular communications about our work. If you aren't receiving emails and would like to, talk to your United Way representative and get added to our list!

CAMPAIGN SPOTLIGHT: FEDERAL RESERVE BANK OF RICHMOND

THE FEDERAL RESERVE BANK OF RICHMOND

The Federal Reserve brings the fun to their employees during their Workplace Campaign. At their Campaign Kick-Off, their planning committee brings in food trucks, games and raffles to give their colleagues a fun break in the middle of the day. They pair this with speakers and engagement stations led by United Way so employees can learn a little something while partaking in the fun. See more of the festivities at the Federal Reserve here: YourUnitedWay.org/federal-reserve-story/



Richmond ▪ Baltimore ▪ Charlotte



CAMPAIGN SPOTLIGHT: NEWMARKET

NEWMARKET

Led by Jennifer Markie, who served as NewMarket's 2019 Employee Campaign Manager, NewMarket's planning committee engaged every corner of the company to drive a fantastically successful campaign. In 2019, NewMarket's campaign grew 4%, raising more than \$300,000 under Jennifer's leadership and organization. Since the inception of NewMarket's partnership with United Way, the company has raised more than \$5 million through employee pledges and corporate gifts.



How did they do it?

NewMarket kept it fun and engaging.

Not only did NewMarket's month-long campaign provide employees with a deeper understanding of United Way's work in the community, but Jennifer and her team worked hard to make the experience fun and use it as an employee appreciation tool, as well.

Some of the most successful aspects of the campaign included a raffle for a paid day off, airline tickets, hotel stays and other prizes. Each raffle ticket cost \$1. Some employees purchased as many as 50 tickets to have their name in the drawing, and 100 percent of the money raised went to NewMarket's campaign to support United Way of Greater Richmond & Petersburg.

Since NewMarket's campaign was held in the fall, the planning committee put together Oktoberfest-themed celebrations during the workday with live music, a silent auction and group games like giant Jenga, bucket pong and cornhole.

CAMPAIGN SPOTLIGHT: PBMARES

PBMARES

PBMares' campaign is led by an engaged Employee Campaign Manager who provides fun and unique opportunities for employees to get involved, including a "Cutest Pet Contest" where individuals submit photos of their pets and people donate to vote for the cutest one.



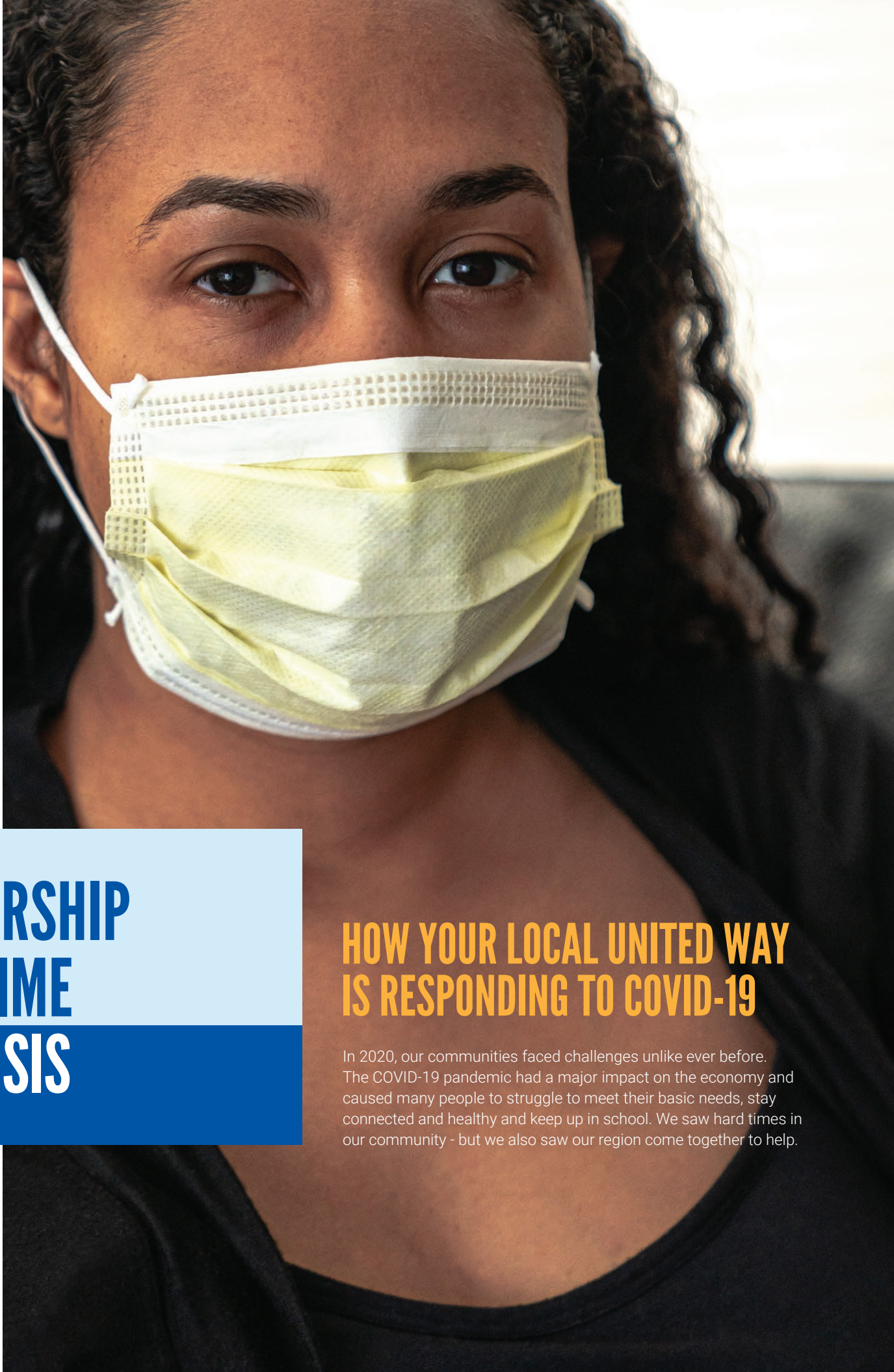
Jennifer Markie

NewMarket leaned on United Way for guidance.

As Employee Campaign Manager, Jennifer acted as the bridge between United Way staff and NewMarket's planning committee. Both sides worked diligently to build a customized campaign that would align with NewMarket's work culture. Their most effective strategies included:

- Engaging staff from multiple departments to serve on the campaign planning committee, which brought multiple perspectives to the table and helped keep their time commitments manageable.
 - Providing participation incentives to employees to encourage donations.
 - Scheduling the campaign to run in the fall instead of the summer, as they had done in previous years. Fall campaigns tend to have higher participation and allow for more enjoyable outdoor events.
- Telling the story of United Way's local impact through multiple channels. The NewMarket team shared email updates, launched a dedicated campaign website and scheduled presentations with United Way staff to help their colleagues understand United Way and its local impact.
 - Securing buy-in from executive leadership, which served as an example for employees across the organization.

"If you know me, you know I like to get things done the right way," said Jennifer. **"I really leaned on United Way staff's expertise in how we could make this the best campaign yet and I think we were incredibly successful."**



LEADERSHIP IN A TIME OF CRISIS

HOW YOUR LOCAL UNITED WAY IS RESPONDING TO COVID-19

In 2020, our communities faced challenges unlike ever before. The COVID-19 pandemic had a major impact on the economy and caused many people to struggle to meet their basic needs, stay connected and healthy and keep up in school. We saw hard times in our community - but we also saw our region come together to help.

A Unified Response

Designed to support front-line organizations in our region, the **Central Virginia COVID-19 Response Fund** awarded more than \$2.5 million* to local nonprofits helping people impacted by COVID-19. United Way partnered with the Community Foundation for a greater Richmond to raise money for the fund, and we provided a \$100,000 match on donations made through our website.

A total of 76* organizations throughout the region received funding to help them ease the impacts of the pandemic by distributing computers to students experiencing school closures, provide childcare to children of essential personnel, provide basic needs to members of our communities experiencing financial hardships and much more.

Tax Assistance Goes Virtual

United Way's Volunteer Income Tax Assistance (VITA) program delivers millions of dollars in tax refunds back to low- and moderate-income households in our community year after year. When all of our tax sites were closed due to COVID-19, we quickly shifted our focus to offer this program online through a secure portal where people could speak directly to our IRS-certified volunteers and have their taxes filed for free. We also provided ongoing guidance and information to help people understand their options as the tax deadlines shifted.

Cards of Encouragement

United Way invited volunteers to write and draw notes to the critical organizations and individuals helping others through the impacts of COVID-19. This opportunity gave all community members a way to encourage others from the safety of their homes. United Way distributed hundreds of letters through this initiative.

Central Virginia COVID-19 Response Fund

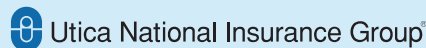
Recognizing Corporate Support

Thank you to the following United Way of Greater Richmond & Petersburg campaign partners that provided financial support to the Central Virginia COVID-19 Response fund in 2020:

\$5000+ DONORS



\$1000+ DONORS



BELOW \$999

POOLHOUSE

WELLS FARGO

* Fund and grant information as of June 1, 2020.



FAQ

How long should a workplace campaign run?

The average campaign runs for one or two weeks, which is usually enough time to kick off your campaign, effectively promote United Way and make your ask without overwhelming your colleagues. An exception might be if you are the ECM at a very large or multi-site organization.

When should our workplace campaign take place?

Most campaigns run between August and November, but it can happen at any time that is best suited for your organization.

How can employees give?

United Way offers a number of options. Please connect with your United Way representative to discuss what will work best for your organization.

When does payroll deduction start?

Payroll deduction normally runs from January 1 through December 31. However, United Way does not set your payroll schedule; it is a decision made within your organization.

How do I work this into my schedule?

The best way to run a campaign without being too overworked is to recruit a committee and delegate. Work with your United Way representative and let them know your limitations. This will allow you to come up with a plan that fits both your organization's needs and your busy calendar.

Can employees designate their donation?

As a service to donors, we make it possible to specify a program or other 501(c)3 agency to receive your donation. However, the direct investment of your gift to United Way will do more in our region. Instead of addressing just one issue that an organization is solving, we have worked to figure out some of the biggest needs in our region and started addressing them. Your dollars given directly to United Way enable us to do research about important issues in our region while also working with organizations that are making a difference in these areas.

THANK YOU FOR RUNNING A CAMPAIGN TO SUPPORT



United Way of Greater
Richmond & Petersburg



YourUnitedWay.org

If you have questions, contact
your United Way representative
or call (804) 771-5820



THANK YOU FOR SUPPORTING YOUR UNITED WAY

United Way of Greater Richmond & Petersburg
(804) 771-5820 | YourUnitedWay.org



Anthem
Caring for our Communities