

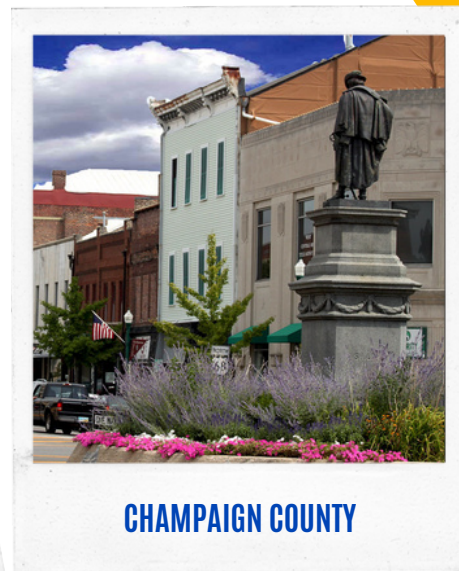


UNITED WAY
Clark, Champaign,
and Madison Counties

CAMPAIGN TOOLKIT



CLARK COUNTY



CHAMPAIGN COUNTY



MADISON COUNTY

UNITED IS THE WAY

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INVEST IN YOUR COMMUNITY BE KNOWN FOR IMPACT

Your United Way donation directly impacts our communities and supports core areas that ensure critical programs and services are available to build a future where everyone thrives.



Education Investments

Investing in tools and programs that support early brain development is crucial. These initiatives boost kindergarten readiness, preparing children for lifelong learning. This foundational work ultimately leads to a stronger workforce, healthier communities, and a more prosperous future.



Financial Security Investments

Empowering individuals to break the cycle of poverty means first addressing immediate basic needs like food and shelter. United Way is committed to equipping individuals with the skills they need for a sustainable future, paving the way for a secure and thriving community for everyone.



YOUR INVESTMENT IN
UNITED WAY IS KEY IN
CREATING CHANGE



CREATE A COMMUNITY
WITH A LARGER TALENT
POOL, IMPROVED
ENVIRONMENT, A
STRONGER HOUSING
MARKET



HELP UNITED WAY
BUILD A BETTER PLACE
FOR ALL TO LIVE,
WORK, AND PLAY



UNITED WAY

Clark, Champaign,
and Madison Counties

YOUR GIFT STAYS LOCAL!

All funds raised in a county
stay in that county and are
allocated accordingly.



WHAT IS UNITED WAY?



United Way of Clark, Champaign, and Madison Counties has been a trusted community partner for 107 years. We raise and allocate funds to empower over 44 local programs, tackling challenges and improving lives for those facing hardships.



UNITED WAY
Clark, Champaign,
and Madison Counties

UNITED WAY SUPPORTS LOCAL PEOPLE

Your contribution gives local people access to essential resources, educational opportunities, and the tools they need to achieve financial stability. Together, we're building a stronger community for all.

A UNIQUE POSITION TO HELP

No other organization has the scope and expertise to unite and mobilize hundreds of human service agencies, businesses, government, volunteers, and foundations around a vision for the common good.

UNITED IS THE WAY

By joining United Way, your contribution creates real change and builds a stronger, more resilient community for all. United is the Way to a brighter future for our communities.

44 > **SUPPORTED
NONPROFIT
PROGRAMS**

\$842,056

> **INVESTED IN OUR 3
COUNTIES IN 2025
AND 2026**

UNITED WAY 25-26 PARTNER AGENCIES



CLARK COUNTY

2025-2026 PARTNER AGENCIES

CitiLookout Counseling and Trauma
Recovery Center
Clark County Literacy Coalition
Covenant Freedom School
Crayons to Classrooms
Dolly Parton's Imagination Library
Family & Youth Initiatives
Jefferson Street Oasis Community Garden
McKinley Hall
Mercy Health Med Assist
Mercy Health REACH
Neighborhood Housing Partnership of
Greater Springfield, Inc.
On-The-Rise
Pregnancy Resource Clinic of Clark
County
Project Woman of Ohio
Rocking Horse Community Health Center
Second Harvest Food Bank of Clark,
Champaign and Logan Counties
Sheltered, Inc.
Springfield City School District -
YOUmedia
Springfield Museum of Art
Springfield Promise Neighborhood
St. Vincent de Paul of Springfield
TAC-The Abilities Connection
The Children's Rescue Center
United Senior Services
WellSpring

CHAMPAIGN COUNTY

2025-2026 PARTNER AGENCIES

Caring Kitchen, Inc.
Champaign Family YMCA
Dolly Parton's Imagination Library
LifeCare Alliance
Mercy Health Med Assist
Mercy Health REACH
Project Woman of Ohio
Second Harvest Food Bank of Clark,
Champaign and Logan Counties

MADISON COUNTY

2025-2026 PARTNER AGENCIES

Bridges Community Action Partnership
Dolly Parton's Imagination Library
H.E.L.P. House Community Outreach
LifeCare Alliance
Madison County Department of Family
and Children
Madison County Food Pantry
Madison Health Speech Therapy

*In addition to United Way Partner Agencies, donors may designate gifts to a qualified nonprofit, 501(c)(3).
Churches and political organizations may not be designated.



UPCOMING EVENTS

SEPTEMBER

2
2025

20TH ANNIVERSARY
UNITED WAY GOLF OUTING
NOON



SEPTEMBER

11
2025

CLARK COUNTY
SERVICE DAY
ALL DAY



SEPTEMBER

27
2025

CLARK COUNTY
FIREFLY FALL FASHION SHOW
10:30 AM-2 PM



OCTOBER

10
2025

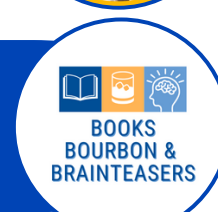
CLARK COUNTY
SOCIAL SERVICES 101
8:30 AM-12:00 PM



NOVEMBER

1
2025

CHAMPAIGN COUNTY
BOOKS, BOURBON & BRAINTEASERS
6 PM-9 PM



DECEMBER

13
2025

CLARK COUNTY
SANTACON
4 PM-10 PM



FEBRUARY

6
2026

CLARK COUNTY
NASH BASH
5:30 PM-9 PM



THE STATE OF ALICE IN CLARK, CHAMPAIGN, AND MADISON COUNTIES



2025 Update on Financial Hardship

For thousands of families, no matter how hard they work, financial stability grows farther out of reach with each passing day. Hidden in plain sight, these struggling households are ALICE® – Asset Limited, Income Constrained, Employed.



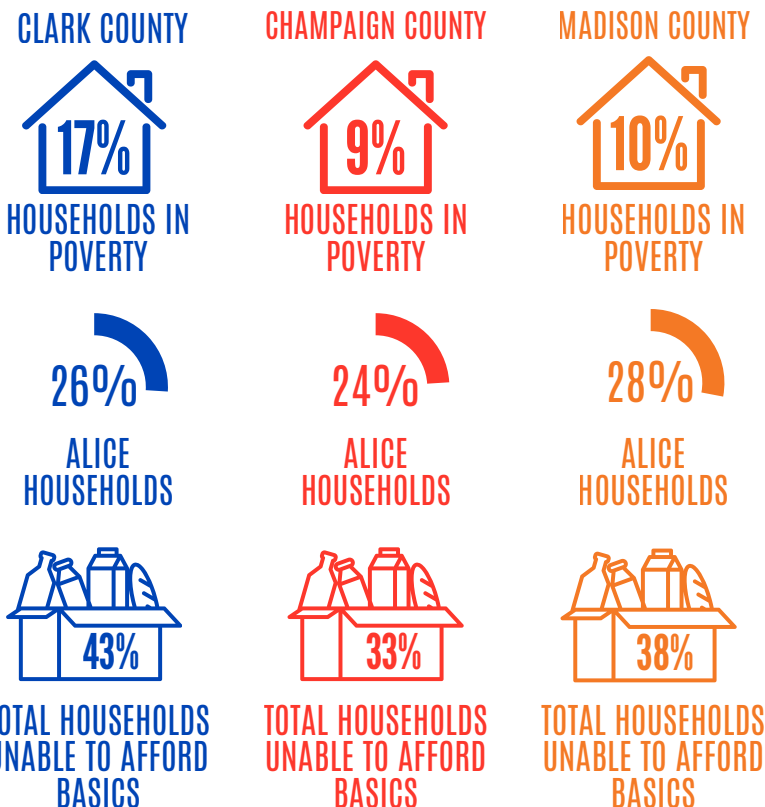
UNITED WAY
Clark, Champaign,
and Madison Counties

ALICE IS EVERYWHERE.

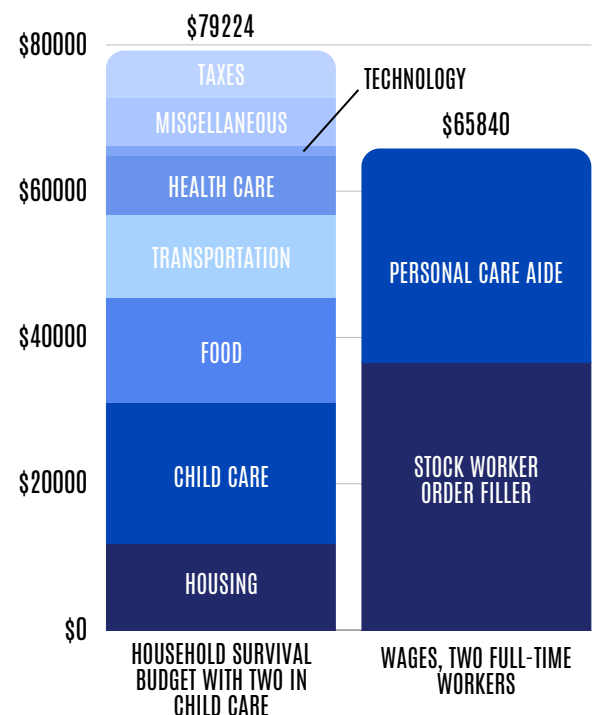
ALICE can be a neighbor, a friend, a family member, or a colleague. ALICE workers typically include our childcare providers, retail salespeople, cashiers, waiters, delivery drivers, gas station attendants, and caregivers.

ALICE households bring in income above the Federal Poverty Level, but less than the cost of basics in the counties where they live. Many have used terms like “working poor,” “the invisible,” and “the forgotten” to describe ALICE because often we don’t know what other term to use. United For ALICE, a national research organization from New Jersey whose work is backed by more than 300 experts nationwide, has given us a name and a way to quantify this population that we see, and rely on, each and every day.

THE TRUE EXTENT OF HARDSHIP



WHEN PAYCHECKS DON'T ADD UP



In 2023, the ALICE Household Survival Budget, for a family of four in Ohio was \$79,224. The above figure demonstrates, two full-time workers in common jobs, such as a personal care aide and a stock clerk, with a combined income of \$65,840, nearly \$14,000 short of covering basic needs.



UNITED WAY
Clark, Champaign,
and Madison Counties

THE FIRST FIVE YEARS LAST A LIFETIME...



Investing in early childhood education is an investment in our future workforce, public health, and local economy.

United Way of Clark, Champaign, and Madison Counties is embarking on a transformative journey to create lasting community impact. Recognizing the power of early intervention, we are sharpening our focus on the critical issues of early childhood development and kindergarten readiness. By prioritizing this crucial time in every child's life, we are laying the foundation for a stronger workforce, healthier communities, and a more prosperous future.

EARLY INTERVENTION

Ninety percent of a child's brain development happens before age 5. Reaching kids, parents, and caregivers in those early years is crucial to effect change related to early brain development and kindergarten readiness. Right now, 65% of Ohio kindergarteners are not considered ready to learn when they enter school – a number that climbs to 79% for children from economically disadvantaged families.

EARLY ACCESS

United Way of Clark, Champaign, and Madison Counties is committed to providing the knowledge and funding needed to make meaningful, lasting change. By aligning data-driven insights with targeted investments, we help donors and grantees work together to create real solutions for our community's most vulnerable children. In 2022 alone, more than 3,000 infants under age one in Ohio were victims of maltreatment, exposing them to trauma during critical periods of brain development.

EARLY SUCCESS

The stakes are high when it comes to positioning children for lifelong learning and success, and the impact they'll have on our community in the future. With too many children starting school already behind, united, we can lift up this generation and help them reach their full potential.





UNITED WAY IS COMMITTED TO

GOAL 1

Community Education

- Educate parents about the importance of early brain development and kindergarten readiness
- Develop a community mindset focused on Cradle-to-Career

GOAL 2

Building early connections

- Increase school readiness
- Provide access to free or low-cost educational tools and programs

GOAL 3

Breaking down barriers

- Invest in effective and responsive wrap-around services for the well-being of children and families

KEY MEASUREMENTS

- ↑ Increase kindergarten readiness scores
- ↑ Increase third grade reading test results
- ↓ Decrease absenteeism

LONG TERM COMMUNITY IMPACT

Young children are entering school ready to succeed, increasing their preparedness to transition to adulthood. Long term success looks like a community of independent, thriving young adults.

GET INVOLVED

Real change requires a united effort. To learn more about this initiative and how your organization can make an impact, contact our team at unitedway@uwccmc.org. Together, we can ensure every child in our community gets the strong start they deserve.

United Way of Clark, Champaign, and Madison Counties remains steadfast in supporting a wide range of community services, including crisis services. However, a larger share of unrestricted funds will be allocated to significantly improving early childhood education outcomes.



STAY UP-TO-DATE

with Thrive in Five and other initiatives from United Way of Clark, Champaign, and Madison Counties at www.uwccmc.org.



ENGAGE YOUR EMPLOYEES ENHANCE YOUR BRAND



When you choose to support United Way, you and your employees become a part of a larger community effort! Together we can do more than any one organization can do alone.

Workplace Giving Campaigns provide an excellent opportunity to engage employees, foster teamwork, and boost morale while positively impacting the community.

BY THE NUMBERS

69%

of employees are not actively engaged in the workplace

76%

of employees want to work for a company that is committed to making a positive impact

STRENGTHEN YOUR WORKFORCE

Finding and retaining talent is a regional issue

- Partnering with United Way helps your employees feel connected, valued, and engaged.
- United Way programs strengthen our community and help develop the future workforce.
- Research shows that companies with engaged employees are 21% more profitable and 17% more productive than those with disengaged teams.

SUPPORTING CHARITABLE CAUSES AND INVESTING BACK IN YOUR COMMUNITY IS A WIN-WIN

90%

of consumers say they are more likely to trust and be more loyal to companies that support their community

**STRONG, HEALTHY, AND GROWING COMMUNITIES MAKE FOR
BETTER PLACES TO GROW BUSINESSES!**

3 REASONS TO RUN A WORKPLACE CAMPAIGN



COMMUNITY INVESTMENT

Whether you are a small business or a large corporation, your employees and their loved ones have diverse needs. United Way of Clark, Champaign, and Madison Counties considers the whole community and its need for a wide range of services. **Programs supported by United Way** benefited over **78,500** residents last year - a win for all community members.



TEAM BUILDING

Team building through volunteering offers tremendous rewards, fostering teamwork and collaboration. Partner with United Way of Clark, Champaign, and Madison Counties to connect your employees with opportunities in the community. Our free **VOLUNTEERS UNITED** portal makes it easy and convenient for your employees to discover opportunities that fit their schedule and passion.



VISIBILITY

United Way offers many opportunities to have fun while still investing in the community. Throughout the year, we host special events, community activities and provide corporate sponsorship opportunities that can help you publicize your company or organization.

CONTACT US

Holly Brennan
Director of Development
hbrennan@uwccmc.org
937.324.5551



UNITED WAY
Clark, Champaign,
and Madison Counties



SCAN HERE TO ACCESS
VOLUNTEERS UNITED PORTAL

UNITED IS THE WAY



TIPS FOR A SUCCESSFUL WORKPLACE CAMPAIGN

Here are a few things to keep in mind as your organization gears up to give!

TIME IT RIGHT

Choose a Campaign Kickoff time when employees will be most engaged.

BE VISIBLE

Get on the agenda for scheduled company-wide Zoom calls or meetings, or other gatherings.

PROMOTE. PUBLICIZE. PLAN.

Utilize examples provided in Campaign Toolkit available online:
uwccmc.org/campaign-tool-kit.

GET HIGH-LEVEL BUY-IN

When the CEO and senior managers are the first to give, others will follow their example.

OFFER INCENTIVES

Promote incentives, contests, and raffle drawings to encourage giving. Prizes can include sports team tickets, gift cards, and more!

THANK AND CELEBRATE

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

CREATE A CORPORATE MATCH

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

LET THE SPIRIT LIVE ON!

Opportunities to lead the way extend beyond your campaign. Keep staff updated on UWCCMC's ongoing success to show them that United is the Way forward!

HOW CAN YOUR STAFF INVEST IN OUR COMMUNITY?

INDIVIDUAL CONTRIBUTION

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. For example, donors can give monthly or one-time through credit card or electronic bank transfer (ACH).

BAND TOGETHER TO CREATE CHANGE

Join a network of community leaders advancing the common good through one of the following groups:

Club 52 (\$52-\$499)

Leadership Circle (\$500-\$999)

Benefactor (\$1,000-\$2,499)

Patron's Circle (\$2,500-\$4,999)

Founders (\$2,500-\$4,999)

CREATE LASTING CHANGE

Stay involved in the community after you enter retirement by updating your information with United Way. By continuing your contribution after you retire, you will continue to impact the community for generations to come.

VOLUNTEER

The community can always use your help! Volunteer your time today and visit

www.uwccmc.org/volunteer.



UNITED WAY

Clark, Champaign,
and Madison Counties



Scan here to access
Campaign Toolkit

CAMPAIGN CHECKLIST

PLAN

- Need help getting started?** Contact Holly Brennan at hbrennan@uwccmc.org.
- Pick up campaign packet and materials: 2026 campaign toolkit available online: www.uwccmc.org/campaign-tool-kit.
- Review the previous campaign's performance to determine opportunities and challenges.**
- Meet with your CEO, set participation percentage and monetary goals, incentives for giving and get his/her personal endorsement.
- Establish workplace campaign timeline, pledge card deadlines and send reminder about **"Campaign Kickoff"**.
- Recruit and train a committee of enthusiastic, committed employees to promote the campaign. Involve representatives from different areas in your organization such as marketing, human resources, accounting, manufacturing or other areas related to your industry.

GEAR UP

- Plan a "Campaign Kickoff" event** and send invitation from your leadership endorsing upcoming campaign. Visit www.uwccmc.org/campaign-tool-kit for ideas and materials.
- Use a multi-pronged approach to reach employees using email, screens in common areas, employee intranet, announcements during staff meetings or post/share flyers and handouts. Focus on the channels of communication your organization finds most effective.
- Contact United Way to request program speakers and/or virtual educational opportunities for employees to learn what their contribution will help accomplish.

CONDUCT

- Distribute a pledge card to every employee to ensure everyone has an opportunity to give.
- Establish and announce campaign deadline for pledge cards/ePledge.
- Send follow-up emails every few days to maintain enthusiasm.** Regular, consistent communication is key to a successful campaign.
- Hold giveaways and drawings** for those who have returned forms.
- Follow up with past donors who did not pledge.

CLOSE

- Send a reminder email to submit outstanding pledge forms.**
- Collect forms. Make copies for your payroll/HR department.
- Contact United Way to return forms** or request campaign packet pickup.
- Announce your campaign results to co-workers. Thank all donors and the campaign committee.**
- Discuss implementation plan for the company's new hires.
- Choose Employee Campaign Coordinator (ECC) for next year.

RUNNING A WORKPLACE CAMPAIGN



As the **Employee Campaign Coordinator (ECC)** for your organization, you, and the team of co-workers you assemble, are essential to the success of your **Annual United Way Campaign**. We could not provide the funds to support our Partner Agencies and critical programming without you.

Whether this is your first time as an Employee Campaign Coordinator or you're a seasoned pro, we hope this guide will help you conduct a successful campaign from start to finish!

On behalf of United Way of Clark, Champaign, and Madison Counties, we thank you for coordinating your workplace campaign!

STEPS TO SUCCESS

Involve your CEO: Securing top level support makes your campaign more successful. Meet with your CEO to discuss goals and strategies, secure their endorsement, get approval for incentives and confirm a corporate match or a corporate gift from company.

Leverage Incentives: Employee prizes and incentives are a thoughtful way to reward employees for participating. NO prize is too small. Vacation days, jeans days, VIP parking, and gift cards are great incentives.

Share the story: Educate employees by inviting a speaker to share a story about the positive impact donor dollars have on our community. Contact United Way to schedule a speaker.

Ask for the pledge: Encourage new donors to make a first-time gift. Thank returning donors for their past support and invite them to increase their pledge. Increasing their annual gift by 10% can make an even greater impact in the community.

Club 52: Encourage your employees to join the club by donating (just one dollar a week). In return for their donation, they will receive exclusive, members-only offers and discounts from local businesses in the three-county area.

Say Thank You: Regardless of what the donor decides, thank them for their time and consideration.

KEY MESSAGING

- United Way of Clark, Champaign, and Madison Counties invests your donations in programs that improve access to education, financial stability, and health opportunities for individuals in our communities.
- Every dollar you contribute stays local, with decisions made by your neighbors. An **Impact Committee**, composed of residents from the area, oversees how resources are used to directly address local needs. Through research and evaluation, this committee ensures your contributions have the greatest impact.
- In addition to funding over **44** local programs, United Way manages community initiatives to fill gaps and address community needs.
- More than **78,500** people received help through United Way of Clark, Champaign, and Madison Counties last year.



SAMPLE COMMUNICATIONS

Sharing United Way's message just got easier! These emails can be used as is, or adjusted to fit your needs.

KICKOFF MESSAGE

Subject: In Our Community, Everyone Deserves the Opportunity to Thrive.

United Way of Clark, Champaign, and Madison Counties believes everyone who lives and works in our community deserves the opportunity to thrive.

United as a team, we can overcome any obstacle. That's why I'm inviting you to join me in supporting United Way. United is the way to equip individuals in our community with the tools they need to succeed. This is more than a campaign; it's a call to action for all of us at **[Company Name]** to help drive real solutions to the challenges facing the communities where we live and work.

Together, we can advance youth opportunity and financial security and strengthen overall community resilience to build a future where everyone can reach their full potential. We're counting on generous people like you and your team members to help improve lives in our community.

Last year, with our support, United Way of Clark, Champaign, and Madison Counties raised more than **\$842,056**, which will be invested in vital nonprofit programs in our community. This year, with your help, I know that we can do even more.

Thank you,
[CEO or Employer Coordinator Name]

THANK YOU MESSAGE

Subject: Thank You for Uniting the Way

I am writing to express my sincere gratitude for your participation in our United Way of Clark, Champaign, and Madison Counties Campaign.

I am thrilled to report that our company raised a total of **\$(dollars pledged)**. This is an incredible accomplishment and a testament to the generosity of our employees.

[Company name] employees gave at a rate of **[participation rate%]**. This means that **[number of donors]** of our employees donated.

I am so proud of the work that we have done together. Your support will help make a real difference in the lives of families, children, neighbors, and friends. Thank you again for your generosity. I am grateful for your support of our community-building efforts.

Sincerely,
[CEO'S NAME]

MESSAGE OF SUPPORT FROM CEO

Subject: Time Is Running Out to Lead the Way

Our community is facing a number of urgent challenges, including homelessness and food insecurity. United Way addresses these issues through strategic agency allocations. Now more than ever, we need to unite our efforts and work together to create lasting change.

Our community is stronger when every neighbor has a safe home, a living wage, and a pathway to financial security. United is the Way to build stability in times of uncertainty. By making a gift or pledge, you can help our neighbors thrive through expanded educational opportunities and greater economic stability. Last year alone, we positively impacted the lives of more than **78,500** people.

Together, we can tackle the most pressing issues facing our community. From hunger relief to disaster recovery, United Way offers a comprehensive approach.

We are counting on the generosity of people like you to build a brighter future for everyone.

Sincerely,
[CEO'S NAME]

MESSAGE OF SUPPORT FROM ECC

Subject: For the Price of Two Lattes a Month...

"What difference does my contribution make?" This is one of the most common questions employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it's invested in the most effective and efficient programs in our community.

* **\$1.00 a week:** For the price of a pack of gum, you could provide more than a year's worth of free age-appropriate books for 1 child through Dolly Parton's Imagination Library.

* **\$5.00 a week:** A stop at your local coffee shop could provide generic medications for 52 individuals.

* **\$10.00 a week:** The cost of a car wash could provide 70 senior citizens with hot noon meals for a week.

As you can see, even a small investment through United Way of Clark, Champaign, and Madison Counties goes a long way toward giving individuals and families a hand up. I hope you'll join me in giving at a level that's right for you.

Thank you,
[ECC'S NAME]



UNITED WAY
Clark, Champaign,
and Madison Counties

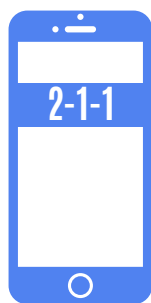
UWCCMC.ORG

211 IMPACT REPORT



HELP IS 3 NUMBERS AWAY  **DIAL 211**  **SEARCH** www.uwccmc.org/2-1-1

211 is a free confidential, non-emergent, community helpline that is open 24 hours a day, seven days a week. This service connects individuals with trained professionals who provide a comprehensive source of information regarding health and human resources, social assistance programs, and essential community services available in our community. Trained professionals are available 24/7 to help with problem-solving and crisis intervention.



3,742

PHONE REFERRALS FOR SERVICES



18,149

211 DATABASE AND BLOG VISITS

MAKING CONNECTIONS FOR HEALTHIER COMMUNITIES

When more people are thriving, our communities are stronger

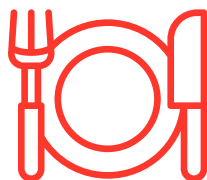
HOUSING AND SHELTER



1,138

Connections to domestic violence and homeless shelters as well as resources for mortgage assistance.

FOOD



1,176

Connections to food assistance programs, including food pantries, soup kitchens, and baby formula resources.

FINANCIAL ASSISTANCE



894

Connections to programs that provide assistance with rent, utilities, and gas.

MATERIAL RESOURCES



231

Connections to material resources including baby clothes and school supplies.

COMMUNITY AND SOCIAL SERVICES



224

Connections to domestic violence support, employment resources, and child abuse prevention programs.

*Data is from July 2024 - June 2025



WHAT A DOLLAR BUYS

When you give to United Way, you're making a difference in our community. United Way of Clark, Champaign, and Madison Counties fights for the basic needs, education, financial stability and health of every person in our community. Your gift through payroll deduction, no matter the size, is an investment in the lives of your neighbors and the well-being of our community.



2

Home delivered meals for senior citizens for less than \$0.29 weekly (\$15 annually)



12

Dolly Parton's Imagination Library Books provided to one child for \$0.60 weekly (\$31 annually)



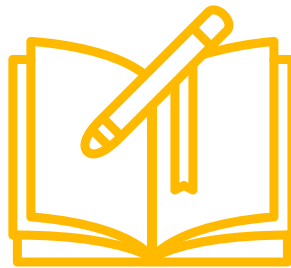
10

Prescription medications provided to individuals for \$1 weekly (\$52 annually)



1

Night of shelter, 3 meals, and a snack for an individual experiencing homelessness for \$2 weekly (\$104 annually)



10

Individuals provided with Basic Literacy Education workbooks for \$5 weekly (\$260 annually)



260

Pounds of fresh vegetables provided to local Food Pantries for \$10 weekly (\$520 annually)



CLUB 52



**A DOLLAR A WEEK MAY NOT SEEM LIKE MUCH,
BUT IT CAN MAKE A BIG DIFFERENCE.**



One person donating \$52 can provide a full week's worth of groceries for a family in need, including meat, milk, produce, and pantry staples.



10 people donating \$52 can provide 104 generic medications.



100 people donating \$52 can provide 1,500 hot, nourishing meals to individuals facing hunger.

IMAGINE WHAT COULD HAPPEN IF EVEN MORE PEOPLE JOINED.

TOGETHER, WE CAN MAKE A REAL IMPACT.

DONATE TODAY!

Individuals can join Club 52 by donating (just one dollar a week). In return for their donation, they will receive exclusive, members-only offers and discounts from local businesses in the three-county area.

UWCCMC.ORG/CLUB-52



DOLLY PARTON'S IMAGINATION LIBRARY



517,443+
TOTAL BOOKS MAILED
TO CHILDREN IN OUR
3 COUNTIES

Dolly Parton's Imagination Library program gifts high-quality, age-appropriate books to children from birth until they turn 5. Every month, a new book arrives at the child's doorstep, fostering a love of reading from a young age.

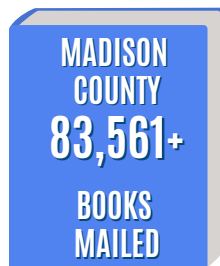
United Way partners with Dolly Parton's Imagination Library and Dolly Parton's Imagination Library of Ohio to facilitate the program in our 3-county area. Annually, it costs approximately \$31 per child to receive 12 books mailed straight to their home. Thanks to generous support from donors, educators, libraries, and community partners, these books are completely free for all families, regardless of background or socioeconomic status.

**TOTAL CHILDREN
SERVED BY
COUNTY**



20,915+
TOTAL CHILDREN
SERVED IN OUR 3
COUNTIES

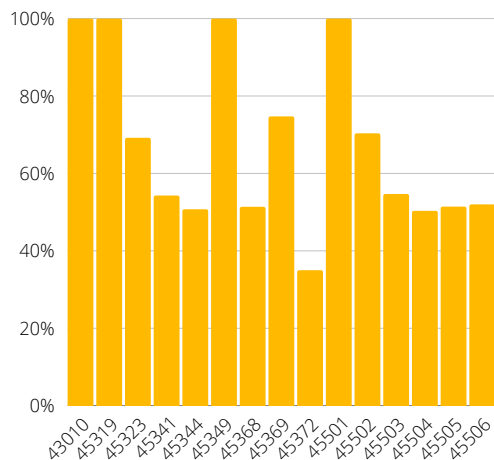
TOTAL BOOKS MAILED BY COUNTY



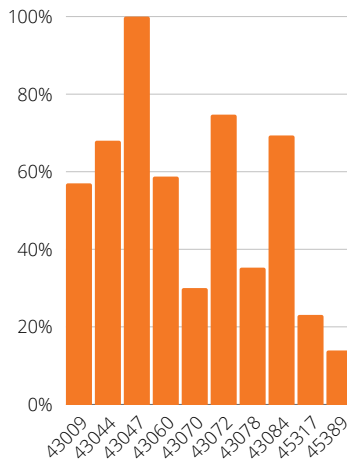
PERCENT OF CHILDREN BIRTH TO AGE 5 ENROLLED



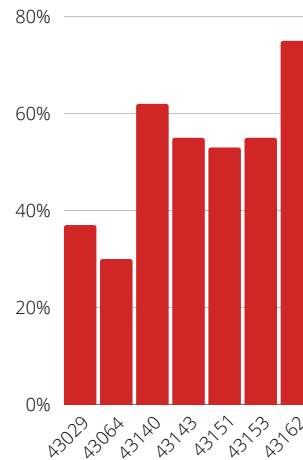
PERCENT OF CHILDREN REGISTERED BY ZIP CODE



CLARK COUNTY



CHAMPAIGN COUNTY



MADISON COUNTY

DATA IS FROM AUGUST 2025

TO REGISTER VISIT: UWCCMC.ORG/DPIL

CAMPAIGN FUNDRAISING IDEAS



UNITED WAY
Clark, Champaign,
and Madison Counties

Themes and special events are a great way to create excitement and energy for your campaign. Finding a unique way to connect campaign fun with United Way of Clark, Champaign, and Madison Counties' mission ensures a well-rounded experience full of enthusiasm, education, and community impact.

SPECIAL EVENT IDEAS:

Corn Hole Tournament – Team up for a cause while enjoying a friendly cornhole competition with your colleagues! Charge a registration fee for each team with all proceeds benefiting United Way.

Theme Days – Employees can participate in a dress-down day(s) by contributing a donation. Suggestions could be a jeans day, silly hats or ties, crazy socks or sports teams.

Email Bingo – Sell bingo cards leading up to game day. Throughout the day, send numbers via email at specified times. The first three to get bingo win a prize. Other virtual games include a spelling bee or trivia contests.

Pet Photos – For remote teams, invite employees to share photos of themselves working with their pets. Run a “cutest pet” contest where employees donate to vote, or simply enjoy the photo fun.

Coin War – Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

Bracket Challenge – Create a March Madness-style bracket to stir up competition surrounding your campaign goal. Which department will come out on top?

Speaker Series – Speakers from United Way or nonprofit partners share how employee donations make a difference and impact their organization. Can be offered online or in person.

CAMPAIGN FUNDRAISING IDEAS



UNITED WAY
Clark, Champaign,
and Madison Counties

EVEN MORE IDEAS...

- **Food and Treats for a Cause** – Food is a great motivator to encourage giving AND show appreciation.
 - Pizza Party, Breakfast, or Ice Cream Social – Host a fun meal to kick off your campaign. Use it as a reward for giving or ask for a small donation to participate. Challenge departments to compete and reward the winners. You could also invite food trucks to come to your business.
 - Treats for Change – Roll a cart around with baked goods and drinks for donations.
 - Candy Grams – Sell candy with your company or United Way logo to raise funds.
 - Round-Up Campaign – Let employees round up purchases at your café or snack bar.
- **Guess and Win** – Buy guesses for the number of treats in a jar. The closest guess wins the jar! Play virtually via email/post.
- **Chain Reaction** – Donate to United Way and ask 3 colleagues to do the same. Keep the giving growing!

INCENTIVES AND PRIZES

Smart incentives boost participation (average gift too)! Tailor them to your company.

- **Flex Your Time** – Earn extra vacation days, half-days, late starts, or extended lunches.
- **Prime Parking Spaces** – Post a sign saying “United Way Winner” or offer the CEO’s parking spot for a week.
- **Lunch or Coffee with the CEO** – off-site and they pay!
- **Gift Certificates** to stores, restaurants, spas/salons (movie theater, car wash, Door Dash, Amazon)
- **Promotional Items** from your own company.
- **Gifts from the United Way Store** – www.unitedwaystore.com.
- **Tickets to Sporting Events, a Local Museum, Aquarium, etc.**
- **Drawings** – can be used to motivate employees to donate or increase gift amount.
 - **Early Bird Drawing:** Return your completed pledge form by [date] to be entered to win a prize.
 - Or –
 - **Used to Increase Employee Gift:** Employees that increase their donation by [amount or percentage] will be entered to win a prize.



VOLUNTEERS UNITED

GIVE. ADVOCATE. VOLUNTEER.

- Find volunteer opportunities throughout the community.
- Connect with opportunities and local organizations.
- Track your volunteer hours.
- Participate in community service days.

Questions?

Contact United Way at 937.324.5551 or
volunteer@uwccmc.org

UWCCMC.ORG/VOLUNTEER



Scan here to access
Volunteers United



UNITED WAY

Clark, Champaign,
and Madison Counties

THANK YOU!

For over a century, United Way of Clark, Champaign, and Madison Counties has been grateful for your support. Together, we connect donors, businesses, and nonprofits to tackle our community's most pressing needs.

Questions? Contact United Way at 937.324.5551 or unitedway@uwccmc.org

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THANK YOU!
UNITED IS THE WAY!

CLARK COUNTY

CHAMPAIGN COUNTY

MADISON COUNTY

