

# 2014-15 UNITED WAY CAMPAIGN



## WHY RUN A WORKPLACE CAMPAIGN

United Way of Northern New Jersey is hard at work and making a difference throughout Morris, Somerset, Sussex, and Warren counties, as well as portions of suburban Essex County. By partnering with us, your organization joins a network of supporters committed to advancing the common good in our communities... to LIVE UNITED.

Our focus is on improving lives by strengthening the basic building blocks of a good life – a quality **EDUCATION**, enough **INCOME** to support a family, and good **HEALTH**. We connect people and organizations from all across the community who bring the passion, expertise, and resources needed to get things done.

We invite you to be a part of the change. It takes everyone in the community working together to create a brighter future. You can **GIVE**, you can **ADVOCATE**, and you can **VOLUNTEER**. That's what it means to **LIVE UNITED**.

## GOOD BUSINESS SENSE

With United Way's focus on making advances in **EDUCATION**, **INCOME**, and **HEALTH**, we can align with your core business interests. When you support United Way, you connect your company to causes that matter to the community...which has considerable implications to your customers and employees. Consider that:

- More than 278 million people in the U.S. want to know what a company is doing to benefit a cause.\*
- 85 percent of consumers have a more positive image of a product or company when it supports a cause they care about.\*
- Employees who are very involved in their company's cause program are 28 percent more likely to be proud of their company's values and 36 percent more likely to feel a strong sense of loyalty than those who are not involved.\*

Aligning with United Way of Northern New Jersey is one of the most effective ways that your organization can make a difference and let your stakeholders know that you are committed to positive change.

*\*2010 Cone Cause Evolution Study*

**GIVE. ADVOCATE. VOLUNTEER.**

**United Way  
of Northern New Jersey**

UnitedWayNNJ.org

**LIVE UNITED**



## WHY SUPPORT UNITED WAY?

Our corporate partners know we are committed to results: the quantifiable impact we make on lives day after day.

**We change lives.** We connect individuals, businesses, nonprofit organizations, and government entities to create long-term social change that produces healthy, well-educated, and financially stable individuals and families. We address the underlying causes of problems that prevent progress in these areas.

**We energize your organization.** Research and intuition tell us happy employees are productive employees. Running a United Way workplace campaign builds morale, teamwork, and professional development. Employees will feel good about their involvement.



**We are local.** The money you raise is spent on issues that matter most to our communities. Your company's contribution measurably improves people's **EDUCATION, INCOME, and HEALTH**. You make this community a better place to live, work, and do business.

**We are accountable.** United Ways hold themselves to the highest standard when it comes to accountability and transparency of our operations. Additionally, we have professionals who volunteer to oversee our finance, audit, and investment committees. With United Way, you can be confident your contribution is being used efficiently to deliver the most benefit. United Way of Northern New Jersey earned distinction as a 4-star charity by Charity Navigator.

**We make it easy.** We know your time and resources are limited. We provide tools to help coordinate your campaign and simplify the donation process with secure online giving, and the ease of payroll deduction.

**We get you noticed.** By partnering with United Way, you will be recognized as a good corporate citizen. Additionally, you may be featured in our communications and on our website, [UnitedWayNNJ.org](http://UnitedWayNNJ.org).

**We connect you.** Your impact on the community is greater when leveraged with thousands of other United Way supporters. You also get connected with opportunities to network and develop relationships with key community leaders and officials.

**You are in good company.** More than 300 businesses in our region – ranging from corporations, schools, and hospitals to professional and entrepreneurial firms – run a workplace campaign each year.

## LET'S GET STARTED

We could not create lasting change without our corporate and business partners. We are here to help every step of the way and can tailor a campaign just for you. Your contribution – no matter how big or small – makes a difference in our communities. We invite you to get started. And we thank you for your support.

