



UNITED WAY FREQUENT QUESTIONS

LIVE UNITED

1 WHY DOES MY COMPANY ASK THAT I CONSIDER A CHARITABLE DONATION?

Your company has a deep commitment to our community. An integral part of this corporate commitment is involving colleagues in the effort. Your contribution supports your company's critical role in addressing the most pressing problems of our community.

2 WHY HAS MY COMPANY SELECTED UNITED WAY AS A PHILANTHROPIC PARTNER?

No single group can solve a community's complex problems. It takes everyone working together to achieve results. United Way partners with area nonprofits, businesses, government, and volunteers to build initiatives that tackle local issues. United Way plays a unique role in supporting the ENTIRE community, achieving bottom line results, and creating lasting change. This breadth and depth of positive change are key reasons your company supports United Way.

3 WHAT IS THE MISSION OF UNITED WAY OF NORTHERN NEW JERSEY?

United Way works to remove barriers and create opportunities so that hardworking **ALICE**[®] (**A**sset Limited, **I**ncome **C**onstrained, **E**mployed) community members can achieve their potential. We look beyond temporary fixes to find solutions that result in long-term, sustainable change for the betterment of all families. Because when basic needs are met – a quality education that leads to a stable job, enough income to support a family through retirement, and good health – individuals, families, and communities thrive.



United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must Live United.[®]

United Way
of Northern New Jersey

4 WHO DOES UNITED WAY OF NORTHERN NEW JERSEY SERVE?

United Way of Northern New Jersey serves Morris, Somerset, Sussex, and Warren counties, as well as portions of suburban Essex County. We partner with local and area-wide organizations to serve more people, exert more influence, and, ultimately, solve more problems to strengthen our community. One of our primary focus areas is to improve conditions for those living above poverty level but below a level of self-sufficiency, a group we've called ALICE.

5 WHERE DOES MY INVESTMENT GO?

United Way of Northern New Jersey combines your gift with others to ensure your investment will have the greatest impact with lasting change. By investing in United Way of Northern New Jersey, you support our community initiatives as well as help fund our nonprofit partners.

We envision a world where all individuals and families realize their potential and lead healthy, stable lives. To achieve this, we focus our work on education, income, and health-related issues, because we ALL win when children in our communities are educated, when our residents are financially stable, and when our neighbors remain in good health.

6 HOW CAN I GET MORE INVOLVED?

United Way of Northern New Jersey recruits the 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.

You can give, you can advocate, and you can volunteer. That's what it means to LIVE UNITED.

Some of the specific ways individuals can get more involved in United Way are:

- Get involved in the United Way *Commercial Real Estate Network*, a dynamic committee of industry professionals dedicated to building stronger communities. Each spring, the *Network* hosts a fundraising event to help United Way stabilize fragile families in the region.
- Join United Way Women United®, open to women of all ages and backgrounds who are interested in volunteering their time, talent, and financial resources to improving our communities.
- Volunteer to contribute to our education, income, or health initiatives – from guiding direction on a steering committee, to training to be a tax preparation volunteer, or organizing materials for a community event, you can share your time and skills.



LEARN MORE

Visit UnitedWayNNJ.org for more information about our work and all the ways you can get involved. Contact your United Way representative or **Theresa Leamy** at Theresa.Leamy@UnitedWayNNJ.org or call **973.993.1160, x105** for any additional questions.