



WHY RUN A WORKPLACE CAMPAIGN

LIVE UNITED

U Running a United Way employee giving campaign within your place of business creates terrific opportunities – not only for the community, but for your employees as well. It gives your organization a common purpose, which builds morale, promotes teamwork, and demonstrates your commitment to improving people’s lives.

By partnering with United Way of Northern New Jersey, you join a network of supporters committed to advancing the common good in our communities...to LIVE UNITED. More than 300 businesses in our region – ranging from corporations, schools, hospitals, and nonprofit agencies to professional and entrepreneurial firms – are committed to the cause and run a campaign each year. Regardless of the size of your organization, we can tailor a campaign just for you. Your contribution – no matter how big or small – makes a difference right here in our area.

GOOD BUSINESS SENSE

Aligning with United Way of Northern New Jersey is one of the most effective ways for your organization to make a difference and let your stakeholders know that you are committed to positive change. When you support United Way, you connect your company to causes that align with your core business interests and really matter to the community... which has significant implications for 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.*

*2010 Cone Cause Evolution Study



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

WHY SUPPORT UNITED WAY?

United Way of Northern New Jersey is a nonprofit organization dedicated to improving life for **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) and all residents by removing the barriers that keep hardworking individuals from achieving their potential.

ALICE represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, child care, health care, and transportation. Nearly 824,000 working New Jersey residents – 26 percent – live above the poverty level but below a basic level of self-sufficiency. United Way looks beyond temporary fixes to find solutions that result in long-term, sustainable change for individuals and families. Our focus on three areas – education, income, and health – helps ALICE at three key points – now, in the near term, and with an eye to a better and more stable future.

- **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 in Morris, Somerset, Sussex, and Warren counties as well as portions of suburban Essex County. 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.
- **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
- **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.

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. Contact your United Way representative or **Theresa Leamy** at Theresa.Leamy@UnitedWayNNJ.org or call **973.993.1160, x105** to find out how.

