



Why partner with United Way?

FOR YOUR BUSINESS.

Save time.

A single campaign makes the most of company time and resources. Unlike other charities and foundations, United Way allows donations to **any** tax-exempt nonprofit. One campaign does it all.

Grow your customer base.

More than ever, doing good is good for business: 83 percent of Americans would switch to a brand that supports a cause and 50 percent would recommend that their friends do too, according to new research by marketing giant Edelman. United Way is also the only nonprofit to be listed in Forbes' top 50 brands.

Attract top employees.

Employees want to work for organizations that care—81 percent say they weigh an organization's contribution to social causes when they choose where to work.

Build teamwork and morale.

Working together to advance the common good builds employee and networking relationships that often transfer to work projects.

Partner with professionals.

United Way professionals have the time, experience and expertise to support your campaign and your company's philanthropic goals.

FOR YOUR COMMUNITY.

Better solutions.

We're passionate about improving lives in Snohomish County, so United Way looks at the big picture—not just one issue. We work two ways for maximum impact: funding 102 local programs to meet immediate needs and focusing on longer-term solutions through education, financial stability and healthy communities.

FOR YOUR EMPLOYEES.

Convenience and choice.

Payroll deduction, credit cards and online giving are easy options that allow employees to decide once, give a little each month and make a big difference all year. United Way is the only organization that allows employees full choice on where their gift goes.

Give with confidence.

United Way itself meets the highest level of nonprofit excellence set by charitable watchdog organizations. Programs supported by United Way's Local Community Fund are carefully selected and monitored as doing the best job of meeting community needs.

Connect to services.

Whether employees want to volunteer, donate items or need help, United Way is there. The 2-1-1 helpline, free tax preparation campaign and Volunteer Center are just a few examples of services we offer.

Feel good.

Overwhelmingly, employees give because it "feels good to give back." Ask about United Way's additional benefits and recognition for giving or volunteering. Of course, every donor is thanked and appreciated.



**GIVE. ADVOCATE.
VOLUNTEER.**

LIVE UNITED



What you can do:

GIVE.

Make a corporate gift.

Lead by example. Your corporate gift demonstrates good citizenship and leads the way for employees. Consider matching gifts or volunteer time for a real motivator!

Sponsor an event or a campaign executive.

Your sponsorship dollars reward your company with well-deserved recognition and ensure more of every dollar donated goes to helping people.

Run a United Way campaign.

A United Way campaign makes it easy to give—and give back. Don't be surprised if you boost morale and have fun along the way.

ADVOCATE.

Link to United Way's website at work.

What's my money doing? A link on your website to unitedwaynwla.org can keep everyone up to date on the issues they care about and the impact their donation makes every day.

Tell employees about 2-1-1 and tax sites.

The 2-1-1 helpline is a simple way employees and their families can find services they need. United Way's free income tax preparation sites are another source of help for low- and moderate-income families.

VOLUNTEER.

Organize a team for Days of Caring

Nothing builds teamwork and pride like a hands-on project.

A day of volunteering together can pay dividends all year long.

Share your expertise.

Your knowledge, business acumen and concern for community are invaluable assets on a United Way Impact Council or the board.

"United Way brings together the whole community. We are facing real challenges. No one can solve them alone. But, together we can if we each do our part by giving, advocating and volunteering. We can each ask—and answer—How am I LIVING UNITED today?"

*~John Hubbard, AEP
Swepco*



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