



## Why run a United Way campaign at your workplace?

**United Way is local.** Each community throughout the United States has its own United Way that works closely with its philanthropic partners to improve lives in the local community. United Way of Thurston County is led by local leaders who serve on the Board of Directors and, together with local volunteers, make decisions about where to invest dollars that will have the greatest impact.

**United Way of Thurston County is not just a "middle man."** United Way of Thurston County is not just a fundraiser. Philanthropy is an important part of our job and our ability to help improve our community, but this good work coupled with the work we do to improve lives is what makes us an impact organization. We positively impact our community by:

- Collecting comprehensive community data to determine where the strengths and needs of the community lie.
- Bringing key stakeholders together to work collaboratively on community issues.
- Developing community impact plans that focus on results.

These are the things that make United Way of Thurston County different from other workplace campaigns. Whether one gives to United Way of Thurston County's Community Care Fund *or* through United Way to another non-profit organization, they are supporting an organization that works to help make Thurston County a better place to live.

**What does United Way have in common with other workplace campaigns?** United Way of Thurston County welcomes donor choice. As part of our commitment to our stakeholders we provide the opportunity for donors to give to any 501(c)(3) organization simply by writing so on their pledge form. By supporting a United Way workplace campaign at your place of employment, donors can give through United Way *and* support efforts to improve the local community.

**United Way is the leader in workplace campaigns.** Research done by United Way of America about workplace campaigns shows that increased giving options does not equal increased participation. Campaigns led by United Way show stronger performance levels (higher employee gift per capita and higher participation rate) than campaigns involving many agencies or federations.

**United Way is a local organization advocating for local charities.** United Way of Thurston County encourages people to give locally and advocates for local services that serve people right here at home. With many national charities, a portion of gifts are sent out of the community where money is raised. In this time of economic uncertainty it is extremely important to stress the needs of our local community.