



United
Way



Greater Valdosta United Way

Serving South Georgia

2024

CAMPAIGN PACKET

1609 N Patterson St. | Valdosta, GA 31602

229.242.2208

gvuw.org

WHO WE ARE

SUPPORTING

44

PROGRAMS
ACROSS

22

LOCAL
NONPROFITS

Greater Valdosta United Way is a leader in bringing donors, volunteers, and community organizations together to solve critical problems in our 11-county region. We invest in three key areas: assuring children and youth have the support and experiences needed for a successful life and career, increasing the number of financially stable households and providing a safety net for vulnerable populations, and striving to improve and sustain the community's overall health and wellness. We leverage community resources and monitor results to maximize donor dollars.

MISSION



Improve people's lives by mobilizing the caring power of our community

VISION



To better the lives of all our community members

FOCUS



Advocating the common good by investing in Education, Income, and Health

SERVING 11
COUNTIES

2022 in Numbers

110%
Campaign Goal

\$691K

Distributed to
Local Nonprofit
Partners

102
Families Assisted
by GVUW

\$17K

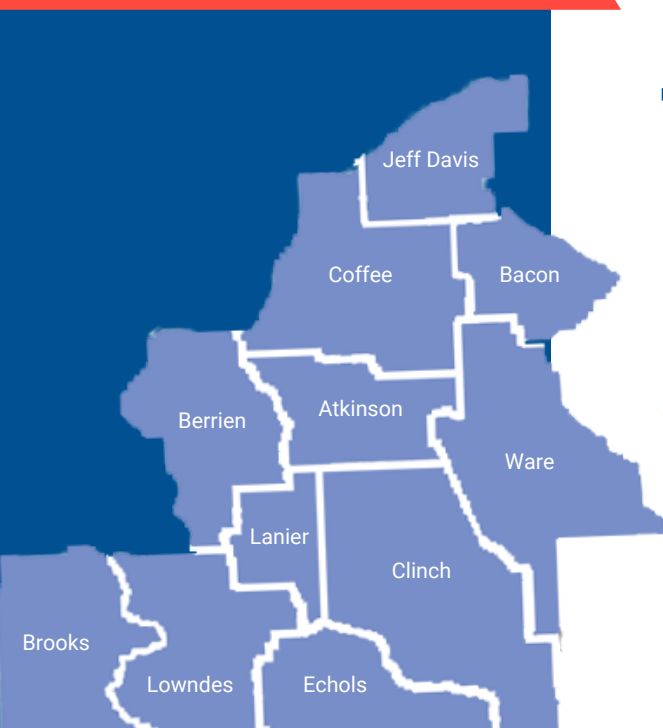
Distributed to
Non-Partner
Nonprofits

\$18K

Distributed in
Specialty Grants

\$23K

Distributed in
Disaster and
Utility Assistance





COMPANY BENEFITS

Why should your company give to GVUW?

When your company hosts a successful workplace campaign, you will be recognized as an important community partner and will have a strong philanthropic message to promote with goals, actions, and results. Your employees will be provided with appropriate and aligned opportunities for giving and engagement year-round that supports your corporate goals and their individual interests. Your company's impact on the community will increase exponentially, and you will have a clear report to measure your contributions. Your company will have a deeper understanding of community issues and the work of GVUW.



How is GVUW different?

GVUW is a trusted brand with over 65 years of philanthropic leadership within our communities. Not only is the money being raised by community volunteers, it is also allocated by them. No matter the crisis, we have always remained steadfast to our commitment to Live United and take care of our communities. We are uniquely positioned to connect and support the people, non-profits, businesses and government agencies working hard to address needs in our region. By giving to the GVUW you can ensure that your donation is going to a program or service that is making a significant impact on the community.



Engagement

GVUW wants to be more than a transactional relationship. Our goal is to offer year-round engagement opportunities for your business and employees, ranging from leadership groups that offer networking and educational experiences, to volunteer opportunities that foster teamwork.





What is a Workplace Campaign?

The United Way workplace campaign unites employees in all offices or branches of a company and gives them an opportunity to donate, volunteer, and speak out for causes that matter to them. Participating in a United Way campaign will give your organization the opportunity to learn firsthand about the needs of our community and be a part of making a positive impact in the lives of others. By raising money that stays here in South Georgia, you're improving the lives of people right in your backyard and addressing a variety of challenges through one strategic partnership.

Small businesses. Major corporations. Non-profits. Whatever the size or focus of your organization, there is a customized campaign that aligns with your corporate values and the interests of your employees.

Tips for Running a Successful Payroll Campaign

- 1. Set goals.** Setting both monetary and participation goals is a critical step in setting expectations throughout the organization and creating a common cause. If needed, United Way can help you calculate goals that are reasonable for our community and your workforce.
- 2. Set a schedule.** Publicize it and stick to it. Let everyone know ahead of time what events and meetings are planned, when pledges are due, and when totals will be announced. Folks are more likely to turn in their pledge forms when the campaign doesn't drag on so long that the whole thing becomes a distant memory.
- 3. Work with a committee.** The feedback we have received from Employee Campaign Coordinators says that assembling a committee to organize the United Way workplace campaign is one of the most important ways to guarantee a more successful fundraising effort. It spreads the labor, contributes to building a team atmosphere, and produces more creativity.
- 4. Have a visible role for executives and management.** Make sure all employees know that the United Way campaign is supported by management, all the way to the top. Have the CEO and management sign e-mails and letters that go out to all employees expressing support for the campaign.
- 5. Emphasize giving through payroll deductions.** Giving through payroll deductions is the easiest way for most employees to make the biggest impact.



What is a Workplace Campaign?

6. Let United Way help you. We are ready to help you conduct your employee campaign in a number of ways. We can:

- Come and talk to your employees
- Arrange for an agency representative to talk to your employees
- Arrange for tours of our partner agencies for your employees
- Respond to any questions, concerns, or comments that might arise among your employees
- Provide success stories
- Provide narrated presentations that can be emailed to staff

7. Motivate employees. Whether or not we admit it, we all respond to incentives. Knowing that you are “doing good” is nice. Knowing that you are doing well and have a chance to win an extra vacation day is even nicer. Here are some ways to motivate your employees:

Incentives

Most people will give simply out of the goodness of their hearts, but sometimes a little something “extra” will encourage people to give a little more (or for the first time, even). Incentives can be large or small and can range from goodies or prizes for everyone who participates, a drawing for one lucky winner, and/or special goodies for first-time donors or those who give at or above a certain amount. It’s up to you and your organization!

Below is a list of common incentives for donors, but you can use anything that works for your organization. Be sure to run any fundraiser or activity by your organization prior to promoting it.

- Time Off: Many have said this easily grows campaign participation. This incentive may come in the form of an extra full or half day off for employees who donate at a certain level, or maybe all employees who participate will be entered into a drawing for some extra paid leave.
- Casual Day for United Way: This is probably the second most popular incentive or fundraiser in workplaces with a professional dress code. Consider giving “passes” to wear jeans, t-shirts, or flip-flops on scheduled days to employees who participate. Is your leadership concerned about the team in accounting sporting sweatpants and cutoffs? Feel free to set a “Casual Day” dress code to keep everyone on the same page.
- Complimentary Snacks or Meals: Nothing draws people to a morning event or presentation like coffee and donuts! Or, if your employees aren’t morning people, how about a “snack bar” with some popular candies, chips, and beverages? HR- approved, of course!
- United Way or Corporate Swag: GVUW has all types of “branded” giveaways for employees who participate!
- Prize Drawings: Employees who participate or those who donate at or above a certain level will be entered into a prize drawing. Suggested prizes include sports tickets, gift cards, days off, and prime parking spaces. When in doubt, ask employees what they would really like to win, and use that!



What is a Workplace Campaign?

Track your Goals

One great way to motivate employees is to publicly track your goals.

- Place United Way goal thermometers around your workplace—the lobby, break room, in front of the building, etc. Periodically update the thermometer.
- E-mail goal updates to employees; this can be paired with “United Way Success Stories.”
- Have the CEO or another member of management wear the same tie throughout the campaign; as you get closer to your goal, cut the tie accordingly until, hopefully, it disappears.

Fundraisers

Have you ever thought that fundraising takes too much time or that you don’t have the resources to effectively organize a fundraising event? Think again! Fundraising events are only as complicated as you make them, so do what works for you and your organization. A few fundraiser ideas are listed below, and of course, there are thousands more ideas available online.

- Tailgate Party: Dust off the grill! Determine the costs of setup. Set a sale price for the BBQ. Pre-sell tickets to the event and donate all proceeds to United Way. Make sure you have plenty of meat and fixings, buns, drinks, paper products, and, of course, a grill! You may also want to set up a volleyball net, some footballs to toss around, and some music to set the mood.
- Chili Cook-Off: Employees cook their favorite chili recipe and enter it in a cook-off contest. Charge employees a fee to try the chili. A panel of chili experts can select the Official Chili Champion. Be sure to offer a prize to the winner.
- Spare Change Jars: Place empty jars near vending machines or gathering places. Ask your co-workers to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a set time frame.
- Extra Day Vacation: Auction off a day or a half day of vacation.

8. Try to personally hand out pledge forms; don’t simply put them in with paychecks. This helps make the connection and engage to answer any questions they may have regarding the campaign.

9. Thank everyone and celebrate your success. Thank everyone, whether or not they chose to give this year.



What is a Workplace Campaign?

Appreciation

How you say thanks isn't as important as the act of saying it. And it doesn't matter if someone gave a little or a lot; we are so grateful for their support and want them to be thanked! Just be sure to have fun and acknowledge your co-workers' hard work and generosity. Some thank-you suggestions are below, but be as creative as you like!

- Send out "Thank You" emails, notes, cards, or letters.
- Post "Thank You" flyers in high-traffic areas.
- Throw a pizza party.
- Bring in donuts.
- Have a special lunch for your Leader Givers and campaign team.
- Give out United Way pins or stickers.
- Put a piece of candy on each person's desk.
- Most importantly, REMEMBER TO REPORT FINAL RESULTS TO EMPLOYEES!

10. Please, No Pressure!! Fundraising should always be conducted in a voluntary manner; pressure to give creates animosity, hinders communication and understanding, and eventually leads to decreased support. We discourage the practice of seeking 100% participation in a campaign, as that may inadvertently encourage coercion.



Greater Valdosta
United Way





Frequently Asked Questions

How long should a workplace campaign run?

The average campaign runs for one to two weeks, which is usually enough time to kick off your campaign, effectively promote United Way, and make your ask without overwhelming your colleagues. An exception might be if you are a campaign coordinator at a very large or multi-site organization.

When should our workplace campaign take place?

Most campaigns run between August and November, but they may happen at any time that is best suited for your organization.

How can employees give?

United Way offers several options for giving, such as employee payroll deductions, corporate donations, and sponsorships. Please connect with your United Way representative to discuss what will work best for your organization.

When does payroll deduction start?

Payroll deduction typically runs from January 1 through December 31. However, United Way does not set your payroll schedule. It is a decision made within your organization.

How do I work this into my schedule?

The best way to run a campaign without being overworked is to recruit a committee and delegate. Work with your United Way representative and let them know your limitations. This will allow you to come up with a plan that fits both your organization's needs and your busy calendar.

Can my colleagues designate their donations?

As a service to donors, we make it possible to designate your donation to United Way, a nonprofit partner organization, or a specific region in our 11-county service area.



YOUR DOLLARS CREATE CHANGE

Greater Valdosta United Way
Serving South Georgia

**Your monthly investment will create change in the lives of your neighbors and in the well-being of South Georgia.*

\$25

PROVIDES ONE MONTH OF AFTER-SCHOOL CARE OR A MENTAL HEALTH COUNSELING SESSION

\$20

PROVIDES A MONTH'S WORTH OF PROTEIN SHAKES FOR AN ALZHEIMER'S PATIENT OR 175 MEALS FOR THOSE FACING FOOD INSECURITY

\$15

PROVIDE A THERAPUTIC RIDING LESSON OR A DENTAL EXAM

\$10

PROVIDE A CHILD WITH SUMMER CAMP FOR A DAY OR A DAYS WORTH OF GROCERIES FOR A FAMILY

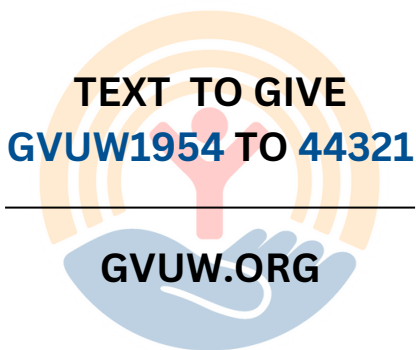
\$5

PROVIDE ONE LIFE SKILLS CLASS OR ROUND TRIP TRANSPORTATION FOR A DISABLED ADULT

#LIVEUNITED

TEXT TO GIVE
GVUW1954 TO 44321

GVUW.ORG



United Way



Greater Valdosta United Way

PARTNER NONPROFITS



Alzheimer's Caregiver Time-Out

ACTO

of Valdosta



American Red Cross
Georgia

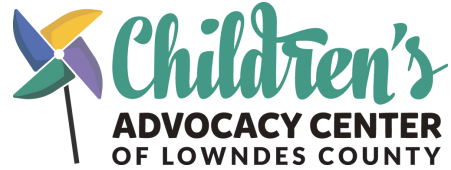


BOY SCOUTS
OF AMERICA

SOUTH GEORGIA COUNCIL



BOYS & GIRLS CLUBS
OF VALDOSTA



Children's
ADVOCACY CENTER
OF LOWNDES COUNTY



Valdosta-Lowndes County
Habitat
for Humanity®



Youth IMPACT Center

Meet Our Campaign Cabinet



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Campaign Chair
*Wiregrass Technical
College*



Marty Ellison
Board Chair
Miller Hardware



Andy Griffin
Treasurer
*Commercial Banking
Company*



Jennifer Denham
Secretary
Bridgewell Resources



Richard Welch
The First Bank



Jennifer Price
*City of Hahira,
Mainstreet*



Kara Hope Hanson
*South Georgia
Medical Center*



Kate Evans
*IPG, Inc.: Architects
& Planners*



Paulette Brown
*Wiregrass Technical
College*



Annika Register
*Coleman Talley,
LLP*



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*Packaging Corporation
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