2022 CAMPAIGN TOOLKIT

TOGETHER WE’RE GREATER THAN ANY CHALLENGE
# Table of Contents

## 1 Overview
- 4 Getting Started
- 5 Steps to Success in a Virtual Kick-Off

## 2 Appendix
- 7 A: Recommended Agenda
- 8 B: Key Points for Speakers
- 10 C: Corporate Philanthropy Managers

## 3 What Unites Us
- 12 Early Literacy
- 13 Youth Success
- 14 Financial Stability
- 15 Volunteerism

## 4 Communication: Drafts & Surveys
- 17 Mid-Campaign Reminder
- 18 Leadership Recognition

## 5 Just for Fun: Games
- 21 Virtual Events and Year Round Engagement Ideas
- 23 Head and Shoulders
- 25 Virtual Walk with Alice
- 27 Creating a Virtual Kahoot Game
- 28 Allocating Scare Resources
- 30 Making Choices
- 32 United Way Jeopardy!
- 34 United Way Bingo

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OVERVIEW

2022 CAMPAIGN TOOLKIT OVERVIEW
GETTING STARTED

Ready, Set, Go!
A virtual kick-off clearly marks the start of your United Way effort, creating a sense of urgency and a timeline for colleagues. Campaigns with kick-off events have proven to raise more dollars in support of our community!

Get Inspired
The kick-off provides employees with an opportunity to hear about the impact of their donations and be inspired, so they can make an informed decision about giving.

Build a Team
This is a great chance to bring employees together in a common cause of caring and build morale, which is especially important in a time of social distancing.

Set the Stage
It demonstrates the passion your organization, your senior management team and your colleagues have for the campaign and supporting our community. Your United Way Corporate Philanthropy Manager is here to support you and can help you plan and customize your kick-off event. We have created tools and resources to support you in hosting your kick-off virtually.
Your 2022 Campaign

STEPS TO SUCCESS IN A VIRTUAL KICK-OFF

1. Technology Platform
Confirm the online web conferencing platform that is approved by your workplace and learn about the platform’s functionality, so that your United Way staff partner can help you build your kick-off agenda and activities on the platform. If you cannot host your kick-off on your own technology platform, speak to your United Way Corporate Philanthropy Manager.

2. Senior Management Support
Support from your Executives is critical to showing your organization is behind the campaign. Book their time so they can participate in your virtual kick-off, or see if there may be existing meetings you can piggyback on. See Appendix B for suggested talking points and presentation content that your senior management team can personalize.

3. Consider Your Audience
For best results, we recommend a kick-off event is scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kick-offs (e.g. by department) throughout the day, or across a few days. While there is no ideal, you want to strike a balance between being able to reach all your employees, and helping people be comfortable enough to ask questions and interact.

4. Determine the Meeting Host, Other Speakers
It is best if the Campaign Coordinator (CC) acts as facilitator to ensure your kick-off sticks to the agenda. If the CC needs support, your United Way Corporate Philanthropy Manager can act as co-host. Invite your CEO or other executive(s) to take part and speak too, as their leadership can inspire others and demonstrate support of United Way from the top down.

5. Make it Interactive
Engage your colleagues during the kick-off. Consider interactive activities like online polls or quizzes to keep their attention online. Your United Way staff partner can help you build this activity.

6. Raise Awareness about Impact
United Way has speakers that can join your virtual meeting and online awareness activities, such as games, online tours, and videos that can help share the impact of donations and inspire people to give. Your United Way Corporate Philanthropy Manager can help you select the best awareness-building activities for your agenda.

7. Set Clear Action Steps
Let people know how they can donate and/or how they can get involved in the campaign. We recommend sending your donation link immediately following your kick-off event, so people can take action while they’re feeling inspired.
Your 2022 Campaign

VIRTUAL KICKOFF PLANNING SCHEDULE

FIRST

Confirm CEO Attendance

Before picking an event date, work with the CEO’s team to book their time and ensure they are available to host the event. Also consider whether your CEO would like support in scripting their speaking remarks, or would like to speak with slides.

3-5 WEEKS BEFORE

Draft Invitation

Draft up your invitation. If you need approval from others, consider starting a week earlier.

Confirm Invite List

Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g. by department) if you are hosting multiple events.

Request Other Key Speakers

If desired, work with your United Way Corporate Philanthropy Manager to request an impact speaker to really drive home the positive impact you are making in the community. Please submit this request as early as possible.

Prep Your Pledge Tool

If you haven’t started already, take steps to get your pledge tool up and running to capture donations on event day.

2 WEEKS BEFORE

Send Invitation

Send out invitations, and provide Zoom/Team meeting invite in the booking.

Collect RSVPs

Consider tracking RSVPs, so you get a better idea of how people are responding to your invitation.

1 WEEK BEFORE

Send Reminder

Send a reminder invitation or nudge if many colleagues haven’t responded to your initial invitation.

Update the Invitation

Make updates to the calendar invitation to include an agenda, presentation document, list of speakers, or other key information. This update can also serve as a reminder to confirmed guests.

Confirm Key Speakers

Ensure you have all necessary pieces to enable a successful kick-off presence for your CEO. If applicable, check in with your United Way impact speaker to ensure everything is on track, and see if they have any questions (especially about how to access your kick-off virtually).

Prep Your Pledge Tool

Check in on progress with your pledge tool. Will it be ready to go on event day?

DAY BEFORE

All Systems Go

Complete an “all systems go” run-through to test your conferencing system, presentation documents, etc. This will put your mind at ease, and may help to identify issues you can rectify before event day.

Test Your Pledge Tool

Ensure your pledge tool is ready to accept donations.

EVENT DAY

Last Minute Test

Test your conference system and any other technology — just in case.

Inspire

Your event is virtually “attended” by many, and goes off without a hitch. Your entire organization is inspired to support their community and participate in this year’s Campaign!

Send the Donation Link

Now that you’ve inspired everyone, give them the means to support their community by sending out the donation link. If you’ve hosted multiple events, send the link out after the last kick-off event has concluded.

FOLLOW UP

Thank Others

Send a follow-up communication to thank staff for joining your kick-off event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors to your kick-off too (your impact speaker and anyone who helped you plan). They’ll be pleased to be recognized.
Appendix A

RECOMMENDED AGENDA

We invite you to make use of the following template agenda as you plan your event.

**Virtual meeting login details**
Include details here

**Opening**
**5 minutes**
00:00am/pm, CEO/ECC/Sr. Leaders

- Welcome
- Value of UW & Company partnership
- Importance of United Way now
- Encourage all to get involved with campaign activities
- Interactive poll or quiz to get people engaged

**United Way Awareness Activity**
**7-12 minutes**
Facilitated by United Way

Activity examples:
- Walk with Alice - online poverty simulation
- Virtual United Way Games
- UW videos
- Guest speaker from United Way

**Closing Remarks**
**5 minutes**
Campaign Coordinator, CEO/ECC to thank participants, and reiterate importance of United Way

- Call to action/donate now
- Share company fund raising/participation goals
- How to give
- Instructions on next steps - donation link to come, who to contact with questions, etc.
OPENING REMARKS

Welcome/Thank You attendees,

Before we begin, I would like to welcome two very important guests who are with us this morning (introduce UW and UW Speaker).

As many of you know, I am a strong believer of United Way’s work and I am proud to be a part of <COMPANY’S> United Way Campaign. With nearly a century’s worth of experience and guidance, United Way enables people like you and me to make a valuable, lasting impact on the lives of our neighbors and our community.

We all know that poverty is hurting our community and undercutting what we stand for. This is even more evident now during this very challenging time of Covid-19 - our most vulnerable community members are even more at risk.

We have seen demand for community services skyrocket since the beginning of the crisis here at home. The need for access to food, mental health counselling, and employment supports has increased due to this pandemic.

And that need will continue to climb as we help people get back to work and settle into a new normal for our community.

What inspires me is that as a nation we have all pulled together and looked to how we can help during this pandemic. Everyone is stepping up and doing what they can to help to ensure no one falls through the cracks.

But we have to look to the future and what our role will be in our long-term community recovery. These issues we have seen in the last few months (food access, affordable housing, job security) they are not new and will continue to need to be addressed long after we settle into our new normal.

That is why we partner with United Way. For decades, they have been on the front line addressing these issues. By leveraging their partnerships and tapping into key insights about our community, they provide a vital continuum of care for people and families who need support.

I want to take a moment to recognize and thank each and every one of you in this room for stepping up to support United Way every year. Our collective commitment demonstrates <COMPANY’S> leadership in our community, raising over $X for United Way.

Key point about last year’s campaign (your UW Corporate Philanthropy Manager can help provide some information if needed)

If the speaker has a personal story about United Way or something they have experienced, add here.

Thank you again for your personal leadership and generous support of United Way.

Introduce the next section of the event <e.g. audience poll, speaker, UW activity> and turn over to the activity facilitator.
Appendix B: Key Points for Speakers

CLOSING REMARKS

The following can be customized/personalized to meet the needs of the speaker(s) at your virtual kick-off.

*Optional if there is a multiple kick off situation and you send out link early

Thank you, <GUEST SPEAKER>, for joining us today and speaking. United Way plays such an important role in the lives of our neighbors and the health of our community. This vision ensures we rise; rising up to uplift our region and that regardless of background and circumstance we are securing a future where everyone can thrive.

Our annual United Way campaign starts on <DATE>. We have an amazing team that has worked hard to make this year’s campaign even better. Thank you, <CAMPAIGN VOLUNTEERS> for your leadership in the campaign.

*By now, a donation link should be in your inbox. I encourage you to make a gift now. Let’s demonstrate our commitment to our staff before we officially launch the campaign on the <DATE>.

Our firm’s donations to United Way are part of how we are building a stronger community and creating a legacy across our communities.

Thanks everyone.
Appendix C

CORPORATE PHILANTHROPY MANAGERS

Your campaign is OUR campaign. As the Corporate Philanthropy team for United Way Suncoast, we work with you every step of the way to make sure you have everything you need for a successful campaign. If you have any questions, concerns or suggestions, please don’t hesitate to reach out.

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WHAT UNITES US
Ages 0-12

EARLY LITERACY

Together we’re ensuring that children are surpassing key readiness and early grade reading benchmarks.

Junylah was a student in our Summer Care tutoring program. Working in small groups and one-on-one with her tutor, she completed activities such as word building with magnetic letters and, her favorite, reading a new high frequency word, writing it, and then making it with Play-Doh. By the end of the summer, she went from reading a second-grade reading passage with 96% accuracy at 48 words per minute to reading a fourth-grade reading passage with 98% accuracy at 129 words per minute. The program not only helped her avoid educational losses over the summer, but put her on track for a successful fourth grade year.

138,417
local children received support from United Way to improve their educational opportunities in DeSoto, Hillsborough, Manatee, Pinellas and Sarasota counties.

86%
of 2,892 children did not suffer summer learning loss due to access to educational programming over the summer.

2021 COMMUNITY TARGET
Improve regional grade 3 reading scores to 65%

2019 COMMUNITY STATUS
Grade 3 reading scores 54%
YOUTH SUCCESS

Together we are ensuring that children are graduating from high school with the skills necessary to pursue post-secondary education or vocational training.

100% of dual enrollment high-school students in Operation Graduate, a program for at-risk high school students, graduated on time.

100% of Operation Graduate students were accepted into higher education or the military.

Operation Graduate at our North Greenwood Resource Center focuses on students in the academic middle, providing tutoring and credit recovery classes for middle school students and college and work experiences for high school students, to increase on-time high school graduation rates.

Students like Miguel, who was the first student to join the tutoring program and stayed with it until graduation. Now the first in his family to graduate high school and attend college, where he is excelling, Miguel credits Operation Graduate and the program manager who “made me understand what I could accomplish with a high school and college degree.”
FINANCIAL STABILITY

Ages 18+

Together we are ensuring adults achieve long-term financial stability by developing the skills and opportunities to obtain and sustain employment.

Living in a halfway house after being released from prison, Stephan was working hard to change his life. But, without access to a checking account, he had no safe and affordable way to pay bills or easily access cash, a major stumbling block to getting back on his feet.

Enter Bank On Suncoast, a grassroots coalition led by United Way Suncoast to ensure access to safe and affordable banking products for all. Excited to deposit his first paycheck from his new job, he sums it up by saying, “it’s faith and hope being restored in someone’s life when they didn’t have any.”

13,279

Tax returns were prepared by United Way’s VITA partnership, with United Way-specific sites preparing 9,045 returns. Using over 350 trained volunteers, taxpayers saved almost $14 million in both savings from tax preparation fees and refunds that were given back to the community which helped pay debt, secure safe housing, and more.

13,869

Adults were provided pre-employment services and financial education support to help move forward on the path to financial stability.

82%

Of previously underbanked adults who received assistance through BankOn Suncoast Coalition were able to join a bank, increasing the financial stability of their household.

2021 COMMUNITY TARGET

Increase the regional number of individuals/families living at 200% of poverty or better to 65%

2019 COMMUNITY STATUS

Individuals/families living at 200% of poverty or better at 71.1%
Volunteerism

Ages 13+

Our Community Engagement Team provides ongoing volunteer opportunities for individuals as well as creating custom volunteer experiences for corporate partners. **During our 2022 fiscal year, 3,017 volunteers donated more than 29,000 hours and completed 2,054 projects.** Annually, our largest volunteer event is Week of Caring which connects nonprofits with corporate and community volunteers.

United Way Suncoast can engage corporate employees on a more meaningful level and help them become more involved with their local communities. Whether employees want to participate virtually, individually or in groups, we can create this experience for your organization and help your volunteer program grow.

By coming together, we uplift our community delivering much needed resources and manpower that fuel success.

29,114

Volunteer hours organized through United Way Suncoast delivered $871,964 in value back to the community through neighborhood resource centers, Volunteer Income Tax Assistance (VITA), support services and other volunteer activations.
2022 Campaign Toolkit
Communication

MID-CAMPAIGN REMINDER

From the Campaign Committee/ECC to all employees

Subject Line: With your gift, you help change lives.

Dear [First Name],

We are writing to echo [Insert CEO Name’s] invitation to make a gift to our United Way campaign.

As of today, we’ve raised $X and are X% of the way to our goal of $X.

As you know, [Insert Organization Name] is committed to giving back to our region. In partnership with United Way, we know that our support is reaching those who need it most and is creating the greatest impact. When you invest in United Way’s Impact Fund, you help lift up your community. When you help a child read on grade level by the end of third grade, you give her a better chance to graduate high school. When you help a 16-year-old complete his GED or a 22-year-old hold a steady job, you give him tools for success and help him stay out of trouble. When you help a family overcome poverty, you give their children a brighter future and strengthen our community for the long term.

Last year, we raised more than [Insert Dollar Amount if applicable] during our United Way campaign. We are proud of what we accomplished - providing opportunities for so many of our neighbors in need. I hope you will join us in making a gift to this year’s campaign. Together, we can make a difference and showcase [Insert Company Name’s] commitment to giving back to the communities in which we live and work.

Thank you in advance for your support and for choosing to LIVE UNITED!
Dear [First Name]:

Once again, you have helped make our United Way fundraising campaign a success. We have shown that as individuals and as a campaign, we care about making our community a better place.

Together, our contributions help create lasting change and a bright future for children, families, and individuals in our community. United, we rise to help children to successful in school and life; our families financially stable and residents receive the resources they need to thrive.

On behalf of (company name), United Way Suncoast, and the people in our community touched by your gift, thank you for doing your part to make lasting changes right here in the Suncoast area. Because together, we can inspire hope and create opportunities for a better tomorrow.

Sincerely,
Dear <Name>:

Our United Way campaign is just around the corner and our Campaign Committee members are hard at work preparing the campaign materials, setting up our special events and making this a fun and meaningful process for all of our employees.

I am excited to join United Way Suncoast in creating life-changing impact. And as we prepare to launch this year’s campaign, I am once again asking you to join me.

As a leader in our organization, you have a unique opportunity to drive momentum and lead by example. With a Leadership gift of $1,000 or more, you’ll fund Early Learning, Youth Success and Financial Stability programs and demonstrate to your team, and to all of our employees, your commitment to supporting solutions that uplift our entire community. I hope I can count on you to get this year’s campaign off to a fantastic start!

We will formally launch our United Way campaign on [Insert Date], but I ask that you consider making your Leadership level gift in advance of that date by clicking [here]. As a thank you, we will hold a special [Insert Name of Event] for all of our Leadership Donors. I look forward to announcing the results of our early efforts at the Kick-Off on [Insert Date] to help inspire giving among all of our colleagues!

If you have questions or need more information, please reach out to our campaign chair, [Insert Name]. Thank you in advance for your leadership and making this our best workplace campaign yet.
JUST FOR FUN
**Communication**

**VIRTUAL EVENTS AND YEAR ROUND ENGAGEMENT IDEAS**

**Spirit Week**
Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day... you get the idea!

Set a time for a virtual call to show your spirit, or just let it show in video meetings.

Draw a prize at the end of the week for all who participate.

**Snap a photo of your...**

...favorite Work from Home (WFH) co-worker (spouse, partner, child, pet, house plant, favorite chair, second favorite chair, etc.)

...WFH workspace

**Local company silent auctions**
Partner with locally owned companies to bid on items.

**Cooking Lesson**
Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.

**Mentorship Auction**
Bid out or hold a drawing for a virtual coffee chat with C-level executives.

**Department Book Club**
Set up private Zoom link, “cover charge” to get in & participate

**Dress UP Day**
Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie... anything to get out of quarantine-comfy clothes!

**Special Delivery**
Beep beep... have your company executives deliver lunch to the highest bidder or drawing winner.

**Department Challenge**
Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.

**Baby Photos**
Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

**Cutest Pet Contest**
Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

**Recipe Exchange**
Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.

**Lunchtime Bingo**
Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.

**Candy Count**
Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

**Home Date Night Drawing**
Enter to win gift cards to GrubHub/local restaurants and RedBox. Maybe add a delivery from a local winery or brewery, too!
Communication

VIRTUAL EVENTS AND YEAR ROUND ENGAGEMENT IDEAS 2 of 2

Company “Cribs”
Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blinged-out BBQ areas, or interesting collections.

Virtual Vacation
Have people submit their favorite vacation photos and brief description for a virtual tour around the world. Charge “travel fare” to view. As an added bonus, offer a drawing for a time share or vacation home rental for use at a later date!

Bingo
A great way to learn more about our non-profits or just have a little “theme” related virtual fun with your team.

Team Connect Five/Scavenger Hunt
A really fun way to do some teambuilding and learn more about your teammates while in a virtual setting.

Sports/Poker Games
Show your competitive team spirit. Choose your favorite sport or poker game and get ready for some game day fun.

Virtual UW Poverty Simulator
A great way to learn more about our community needs and why their contribution through United Way each year is so important.

Social Distancing Golf Tournament
This is a great way to still have fun out on the golf course while practicing social distancing that works off the scorecard honor system.

Virtual Talent Show/Open Mic Night
Pay “cover charge” for zoom link to talent show/open mic. Possibly invite local artists/musicians to participate.

Trivia Game
A fun and creative way to engage your team and have a great time learning new facts about your company, United Way, your community or topic of choice.

Virtual Agency Bus Tours
This is a great way to allow your team to learn more about United Way’s efforts in the community and our local non-profit partners.

Game of Chess/Checkers
An easy and simple way to have some virtual teambuilding fun.

Virtual Fun Run
Work in some physical exercise and raise money for your United Way campaign.

TikTok Executive Challenge
Engage with your team and enjoy a little healthy competition among your executives.

SpellingBee
Get the whole team involved in a fun, competitive, educational teambuilding exercise.

Zoom Happy Hours
• Pay “cover charge” for zoom link to happy hour.
• Possibly invite bartender from local restaurant to give tutorial on cocktails/wine tastings

Online Raffles
Company donates items, online raffle tickets – Rallyup.com

Host Movie Day In
Pay “cover charge” for zoom link to admission to movie – utilize Netflix Party

Pie in the Face
Leader with most money gets pied in the face by family/friend at home. Either Zoom or upload video

At Home Fashion Show
Encourage teams to host fashion show and pay “cover charge” for admission - best dressed, most inventive, best pajamas, etc.
Just for Fun

HEAD & SHOULDERS

Since it is technically Friday we know what that means – fun Friday! This morning we are going to play a quick game where you will have fun and maybe learn something.

Rules
The game is Head and Shoulders. Everyone needs to turn on their camera if they want to play.

I will ask a trivia question. There will be two possible answers. If it is the first one you put your hand on your head. If it is the second one you put your hand on your shoulder. I will give the correct answer. If you are correct you are still in the game. If you missed it, you turn off your camera because you are out. We will continue until there is only one person left.

Questions

1. United Way Suncoast covers how many counties?
   - 4
   - 5

2. United Way Suncoast raised how much for its COVID-19 Impact Fund?
   - $1.2
   - $1.8

3. What percent of households in our footprint are one financial setback away from falling into crisis – this is the ALICE (Asset Limited, Income Constrained, Employed) population?
   - 35%
   - 44%

4. What grade do students need to be reading on grade level in order to stay on track to graduate high school?
   - 3rd
   - 4th

5. Where did the concept of United Way originate in 1887?
   - Denver, CO
   - San Francisco, CA

6. What was the name of the Tampa collaborative started in 1924 which would eventually become United Way?
   - Hillsborough Community Fund
   - Tampa Welfare League

7. How much money was raised by our 100 Most Generous Workplaces last year?
   - $16m
   - $20m

8. How many tax returns were completed by United Way’s VITA partnership?
   - 19k
   - 25k

9. What is United Way’s Volunteer program called?
   - United We Work
   - Hands On Suncoast

10. What is United Way’s Veteran Assistance Program called?
    - Mission United
    - Veterans Families United

11. What is the number to call to connect with United Way services?
    - 4-1-1
    - 2-1-1

12. What percent of our annual revenue comes from workplace campaigns?
    - 79%
    - 72%
Just for Fun

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Questions

1. United Way Suncoast covers how many counties?
   ○ 4
   ○ 5

2. United Way Suncoast raised how much for its COVID-19 Impact Fund?
   ○ $1.2
   ○ $1.6

3. What percent of households in our footprint are one financial setback away from falling into crisis – this is the ALICE (Asset Limited, Income Constrained, Employed) population?
   ○ 35%
   ○ 40%

4. What grade do students need to be reading on grade level in order to stay on track to graduate high school?
   ○ 3rd
   ○ 4th

5. Where did the concept of United Way originate in 1887?
   ○ Denver, CO
   ○ San Francisco, CA

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   ○ Hillsborough Community Fund
   ○ Tampa Welfare League

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    ○ 4-1-1
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    ○ 79%
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Just for Fun

VIRTUAL WALK WITH ALICE

Take A Walk In My Shoes

1. Instruct each virtual attendee to use their cell phone or they can open another browser on their computer.

2. EXPLAIN THAT

We are going to play a game with real life scenarios. Take a Walk In My Shoes is a game to experience real life examples of the difficult budget decisions some of us have to make each month. Even when you are working hard, the world can throw you some curveballs that can change your life in an instant.

3. Open a browser of choice and go to: http://www.walkwithalice.com/

4. Read the instructions and select CONTINUE until you are prompted to select one of the three characters.

5. Select one of three people, each facing a different set of challenges, and follow their path.

You will be asked to make tough choices or take a risk because just as in real life, random events happen.

6. Continue walking with Alice through the entire journey

7. DO NOT HIT THE DONATE BUTTON.

Simply close your browser, and be prepared to share your experience.

8. Host will lead the discussion on the challenges many of our community members face

on a monthly basis, and how United Way is working to help.
**Just for Fun**

**WEBSITE LINKS**

1. **Suppose Nobody Cared**
   This was the first campaign slogan used in the inaugural United Way campaign, in 1924 – 96 years ago. The campaign raised $179,011.37 that first year. Adjusted to inflation in 2021 dollars, it is equivalent to $2,684,008.55.
   unitedwaysuncoast.org/who-we-are/history

2. **Find your Fit**
   This is the overall theme in ways to get involved with UWS and our work to make a positive impact in our community. Whether that is through Women United, Young Leaders’ Society, Tocqueville Society, Loaned Executive Program or our OnBoard Leadership Development.
   unitedwaysuncoast.org/get-involved/affinity-groups

3. **4,650**
   Number of volunteers who utilized UWS’ Volunteer Action Center, which resulted in 32,504 volunteer hours at 1,735 completed service projects. The value that this brought to our community was $826,577!
   volunteersuncoast.org

4. **Philanthropy has become a Strategic Business Priority**
   It’s no secret that your younger employees and future hires want your company to engage in issues beyond its core business. 80% of millennials are looking to work for companies with impactful Corporate Social Responsibility. United Way’s Philanthropy Cloud empowers companies to focus on just that, as it is the next generation corporate social giving platform.
   unitedwaysuncoast.org/get-involved/salesforce-philanthropy-cloud/

5. **43% of working households cannot cover basic needs**
   is the latest update on the ALICE (Asset Limited, Income Constrained, but Employed) population. This population is a priority focus under UWS Workforce Development and Financial Stability. Programs, Initiatives, and partnerships with our funded partners are part of UWS’ strategy.
   unitedwaysuncoast.org/what-we-do/alice-suncoast-2019

6. **88% of first graders who are reading below grade level will continue to read below grade level by the end of third grade.**
   Children who read on grade-level by the end of third grade are 4x more likely to graduate high school. Across our five-county footprint, anywhere from 30-66% of third graders did not achieve a proficient reading level for their grade according to the FSA (Florida State Assessment). United Way Suncoast is committed to improving these scores through our early learning initiatives such as The Big Plan, Reading All-Stars and our Reading Rooms and Quality Childcare Initiative. These programs work by targeting the many barriers to learning, giving children the tools they need to succeed.
   unitedwaysuncoast.org/what-we-do/education

7. **Three (3)**
   Number of Resource Centers UWS operates within Hillsborough and Pinellas County, providing critical services to those in need in our neighborhoods. Services for residents include financial literacy workshops, career training & certification, financial coaching, and resume building. These locations are Sulphur Springs, Campbell Park, and North Greenwood. These Resource Centers are improving and empowering neighborhoods to create lasting success and change.
   unitedwaysuncoast.org/what-we-do/neighborhood-programs

8. **Emergency Food Assistance; Food Bank Supports; Housing Stability Needs**
   UWS supports agencies who are serving individuals and families when a crisis strikes. These are just three of the 10 priority categories we focused on during COVID-19, through our Rapid Response Fund.
   unitedwaysuncoast.org/what-we-do/community-investment-opportunities
CREATING A VIRTUAL KAHOOT GAME

Go to kahoot.com and SIGN UP
• Select Student (Since we are all learning)
• Put in your DOB
• Write in a USER NAME
• Enter an email address and choose a password
• Select create Kahoot
• Enter a Kahoot title and create your questions/ answers/add pictures/etc.
• Once you have created your game, you can click on the title you created and host the game.

When hosting:
• Share your screen and all virtual players will be able to see the game just as if you were in the room using a projector!

Playing a Kahoot is as simple as 1-2-3
• Sign in to your account and click on HOME button
• Click on your Kahoot game (Right top of your screen, under MY KAHOOT’S), click Play and then select Host, and choose Classic
• Get your participants to join the game using on-screen instructions using their cell phones (cell users go to kahoot.it to join the game)
• Once all players are in the game lobby, click Start.
• Players answer the questions they see on the shared screen with their devices. Each answer option on the shared screen is inside a box with a specific color and shape that matches the boxes displayed on the players’ screen.
• After each question, a leaderboard showing the top 5 players is displayed. Players see their points and place on their own devices.
• At the end of the game, the winner’s nickname appears on the shared screen, and players see their final place on their device.
• Stop sharing your screen to end the event.
Just for Fun

ALLOCATING SCARCE RESOURCES

You’ll notice that each of you have a crisp, freshly printed, genuine 2021 United Way Suncoast dollar bill. Now before you get too excited (pause) I hate to be the bearer of bad news, but it’s (hesitate pauses on the next couple of words) not a real dollar bill. (Pick out somebody in the audience and jokingly say something like: you thought about putting it in your wallet/ purse didn’t you?)

Now I want you to pick up the dollar bill, and I want you to hold on to it. (Pause) You’ve probably also noticed that there are a number of small posters on the side walls that have various scenarios that We’ve taken directly from actual situations with actual people who live here in Tampa Bay. Here is your task. In a minute, I want you to stand up, go to a UWS staff person get a piece of tape then move around, read the various scenarios, and make a decision: if you had to choose to use your dollar to help only one of the situations, which one would it be? Tape your dollar bill beside the situation you want to help. Any questions? Ok, on your mark, get set, go.

All right. (look around at the various scenarios and take in what you see. This will lead the rest of the conversation, so pay attention to what you see)

So, what do you think? Was this an easy task, an easy decision, or was difficult?

So, why did you pick the one that you did? Was it difficult to choose just one? Why?

As you can see, some of the situations received more dollars than others, and some of them didn’t get any dollars at all. So, continue imagining with me for a moment that these are actual scenarios here in Tampa Bay didn’t receive help, and let’s think about what this would mean.

The fact is that this exercise is actually more than just an exercise, because it’s actually a pretty good representation of what happens in real life. It’s not all that different than the decision we all have to make about helping people here in our community.

We all have issues that are important to us for various reasons, (repeat some of the reasons you’ve heard from them in the earlier segment). But, you have to make a choice. There are so many people in need, there are so many needs. So many people who need different things and you’re only one person. You only have so much to give, and if you’re like me, you probably have more than enough things on your own plate. You don’t have time to research all of the social service agencies out there doing good work. You don’t have the time to determine which ones are doing the best job in the community. It’s sort of overwhelming isn’t it?

So you have to make a choice, a very difficult choice. But let me ask you this: how many of you would say that any one of these scenarios isn’t important? How do you determine which ones are more important than the other ones. Is there anybody that wouldn’t like to help all of these people?

The unfortunate reality is that when we make that choice, there are a number of issues, a number of people, that don’t receive the attention or resources. The result: some agencies lose funding, which means programs get cut, which means services are no longer available, which ultimately means people don’t get the help they need.

Here’s my final question for you: If there was a way to somehow help every one of these people, and not leave anyone out or behind, wouldn’t you? But, how you ask? That’s a good question. And it’s that very question that brings UWSS, because we can help you do just that.

You see, UWS recognizes that all of the challenges we face day-in and day-out, the challenges that our friends, our co-workers struggle with, the challenges represented in these scenarios don’t exist in isolation of one another. All of the needs are connected to other needs, and cause other systemic problems.
Meet Melissa

St. Petersburg’s Melissa Carr, a mother of three, searched for assistance after being furloughed in the wake of the pandemic. She found a “community GPS” at United Way Suncoast’s Campbell Park Resource Center. The Center directed her to utility assistance and rental assistance through our partner Bay Area Legal Services. She eventually landed a new position with another partner, the Pinellas Urban League. Today she has a new job, a stable home and renewed hope.

Meet Alicia

Clearwater’s Alicia Smith swells with praise for the United Way Suncoast’s Operation Graduate program. She knows walking into the United Way Suncoast’s North Greenwood Resource Center every day for the last three years has led to her walking across the Clearwater High graduation stage and onto the University of South Florida campus next fall. The program, a joint effort between United Way, the Pinellas School District, St. Petersburg College and the Clearwater Police Department helped her earn a high school diploma and an Associate Arts degree through dual enrollment.

Meet Jean

Tampa’s Jean Massey spent years without personal transportation. She longed to make every day trips that others may take for granted. Thanks to United Way Suncoast’s Saving For Stability Transportation initiative, a joint effort with Suncoast Credit Union, Jean saved dollars towards the purchase of a vehicle. The program not only added a matching grant, but Jean received valuable financial literacy lessons.

Meet Donna

Sarasota’s Donna Gora cares about strengthening her community, and her involvement in United Way Suncoast’s Women United leadership group gives her that opportunity through informative seminars and advocacy opportunities. Through the group, she has engaged with state legislative leaders about key issues and bonded with other professional women who stand for positive change.

Meet Yvongular

Love. That’s what Yvongular Campbell says United Way Suncoast has shared with the children at Mrs. B’s Learning Center in Arcadia. Not only did UWS’ Quality Childcare Initiative provide the center with age-appropriate educational toys and equipment, but it also brought out volunteers to help beautify the playground for the preschoolers. “The teachers’ and children’s faces lit up with smiles and laughter,” said Campbell, the center director. The Quality Childcare Initiative reflects a data-driven goal of changing lives by helping kids read on grade level, paving a brighter path for their future.

Just for Fun

ALLOCATING SCARCE RESOURCES

At United Way Suncoast, we recognize that when the community pulls together, it can do a better job of pulling up community members.

When organizations work in sync, they not only help individuals, they lift up families – families that may be one unexpected expense from a dire financial situation. Volunteers like you serve on our UWS Investment Team, review programs and decide how to direct our community impact funds. And what an impact.

Your gift supports more than 94 organizations that work in collaboration to strengthen three key impact areas: Early Literacy, Youth Success, and Financial Stability. By supporting UWS, you fuel a collective effort that creates solutions, strengthens lives, and builds a better community. United We Rise, United We Win.

Meet Cheryl

At the end of every school year, students from Manatee County’s Tillman and Blackburn Elementary Schools are at risk of suffering a summer slide – until Cheryl Freeman of Turner Chapel AME takes on the challenge. United Way Suncoast lends support to Freeman and her summer literacy camp, which also serves as a safe space for students. Freeman, a gift to her home, church, and neighborhood, draws inspiration from a Bible verse, The harvest is plenty, but the laborers are few. Says Freeman: “We should all use our gifts and talents to better the world around us! The children are so worth it.”
Just for Fun

MAKING CHOICES

How will you invest your resources?

• If you had a “15-candy budget” to spend every month, how would you spend it? Place the required number of candies to indicate your spending choices.

• You have to make a choice for each category (you cannot skip any categories). You are married; you both work and have a son, 14 and a daughter, 9.

Making Choices Activity

This activity is a great way to explain the tough choices low-income families are forced to make every day.

INSTRUCTIONS

• Make copies of the “game sheet.” Participants can work in teams of 2 or 3.

• Provide each group with 15 candies (Smarties work well because there are 15 in each roll).

• Tell each participant or team their candies will become symbolic of their “budget” and not to eat their candies until the end of the game!

• Explain that for the purposes of the game each person or team is to pretend they’re married with 2 children.

• One adult in the household is working full-time and the other is working two part-time jobs. Both make minimum wage.

• The family has a limited budget and only 15 candies to spend.

• They have some tough decisions to make.

• Each participant must study their choices in each row and invest their candies with 1, 2 or 3 candies depending on what’s most important to them.

• They cannot skip a row.

• After they’re done making their choices, ask the group how it felt to invest their candies. (Usually the response is, “There weren’t enough candies!”)

Unexpected expense occurs:

• Now tell them there’s been a change. One of their children has a strep throat and has to see the doctor. In order to get the child the health care the family must give up 2 candies.

• Tell the group to take off 2 candies and adjust the rest as needed.

• Tell them there’s been another change. Their spouse just got laid off with no severance pay. They have to take off 4 candies to adjust.

• Let them go through the exercise of taking off the 4 candies and adjusting the rest.

How UW programs can help this family:

Ask participants for ideas of how this family can use UW resources to help?

• If anyone says food, shelter or emergency shelter, give them 2 candies

• If anyone says providing their children with after school programs, give them 2 candies

• If anyone says job training programs give them 2 candies.

• If anyone says call 2-1-1, give them 1 candy. Then ask for other participants to name referral services from 2-1-1

For each referral service, like child health care, energy assistance, crisis intervention, counseling, legal assistance or suicide prevention, give that participant or team 2 candies.

The moral of the story

Today, many of our family, friends and neighbors are forced to make these tough decisions every day, right here in our 5-county region.

To Play Virtually

Player must print out a copy of the card and have access to 15 paper clips
# Just for Fun

## MAKING CHOICES

<table>
<thead>
<tr>
<th>Category</th>
<th>A (one (1) candy)</th>
<th>B (two (2) candies)</th>
<th>C (three (3) candies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>Studio apartment (1 bedroom), 1 bath, unfurnished, no patio/deck/yard, street parking only (no covered parking space), stove only</td>
<td>3 bedroom, 1 bath apartment, unfurnished, covered patio, 1 covered parking space, stove and refrigerator</td>
<td>2 bedroom, 1.5 bath house, unfurnished, small fenced yard, 2-car garage, stove, refrigerator and dishwasher</td>
</tr>
<tr>
<td>Healthcare</td>
<td>No health insurance - you pay for all health-related costs</td>
<td>Health insurance for you through your employer but no health insurance for your family members</td>
<td>Health insurance for you and your family through your employer</td>
</tr>
<tr>
<td>Food per person</td>
<td>1 meal per day</td>
<td>2 meals per day</td>
<td>3 meals per day &amp; snacks</td>
</tr>
<tr>
<td>Transportation</td>
<td>Walk or bike everywhere, no public transit available</td>
<td>Walk, bike or take public transit</td>
<td>Own your own car</td>
</tr>
<tr>
<td>Technology</td>
<td>No computer, no cell phone, black &amp; white TV - no cable</td>
<td>No computer, cell phone, TV no cable</td>
<td>Home computer, TV with cable, cell phone</td>
</tr>
<tr>
<td>Child Care</td>
<td>Under supervision of a family member</td>
<td>A licensed daycare, but no early education training</td>
<td>A provider with proven high quality care and training in early education</td>
</tr>
<tr>
<td>Shopping</td>
<td>1 grocery store within walking distance, no mall within 20 miles</td>
<td>Grocery store across the street from your home and a mini-mall within a mile</td>
<td>2 grocery stores nearby and a large mall within walking distance</td>
</tr>
</tbody>
</table>
Just for Fun

UNITED WAY JEOPARDY

Instructions

• Visit this website: jeopardylabs.com/play/united-way-jeopardy-43
• Share Screen with participants
• Select Teams
• Send answer bank below to teams to choose from
• Have a team captain select category and amount
• First team to answer correctly in the chat gets points awarded
• Team with correct response chooses next question

Answer Bank

01. Tax Refunds
02. Talk with me baby
03. MyOn
04. Volunteer
05. 3rd Grade
06. 2-1-1
07. Campbell Park
08. Domestic Violence
09. MyFreeTaxes.com
10. Sulphur Springs
11. Reading All-Stars
12. North Greenwood
13. ALICE
14. Tax Returns
15. Generational Poverty
16. Operation Graduate
17. Federal Poverty Line
18. Bank On
19. Day of Caring
20. COVID-19
### Just for Fun

#### UNITED WAY JEOPARDY

<table>
<thead>
<tr>
<th>Category</th>
<th>Column</th>
<th>Column</th>
<th>Column</th>
<th>Column</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VITA</strong></td>
<td>This website allows individuals and families who qualify to file their taxes at no cost.</td>
<td>The V in VITA stands for this crucial component of our work.</td>
<td>Over 19,000 of these were completed in a typical year in our area by VITA volunteers.</td>
<td>Over $25 million is delivered back into the hands of those who need it most in a typical year via the result of this VITA outcome.</td>
</tr>
<tr>
<td></td>
<td>What is myfreetaxes.com?</td>
<td>What is volunteer?</td>
<td>What are tax returns?</td>
<td>What are tax refunds?</td>
</tr>
<tr>
<td><strong>Support Services</strong></td>
<td>This is the number to call when you or someone you know is in a financial, emotional, or mental crisis.</td>
<td>Support services are provided for those who experience this type of violence in the home.</td>
<td>This annual volunteer initiative connects volunteers to dozens of our strategic partners to make a huge impact in a short period of time.</td>
<td>United Way Suncoast has raised over $1.6 million dollars to help families affected by this disaster.</td>
</tr>
<tr>
<td></td>
<td>What is 2-1-1?</td>
<td>What is domestic violence?</td>
<td>What is Day of Caring?</td>
<td>What is COVID-19?</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Children need to be reading at grade level by this grade to have the best chance of graduating high school.</td>
<td>This UW program pairs volunteers with at risk children so they can be read to once a week</td>
<td>This program works our Tampa Bay Rays to know reading out of the park.</td>
<td>This campaign aims to increase the amount of positive language interactions infants in our community’s experience.</td>
</tr>
<tr>
<td></td>
<td>What is 3rd grade?</td>
<td>What is Reading All Stars?</td>
<td>What is Summer Care Reading Program?</td>
<td>What is Talk With Me Baby?</td>
</tr>
<tr>
<td><strong>Financial Stability</strong></td>
<td>43% of working households in our region do not earn enough to cover basic needs.</td>
<td>This program helps connect local financial institution products to those who qualify for low or no cost.</td>
<td>13% of households in Florida fall below this financial threshold.</td>
<td>What is the federal poverty line?</td>
</tr>
<tr>
<td></td>
<td>What is ALICE?</td>
<td>What is Bank On?</td>
<td>What is the federal poverty line?</td>
<td>What is the federal poverty line?</td>
</tr>
<tr>
<td><strong>Neighborhood Programs</strong></td>
<td>This UW resource center serves families in the St. Petersburg area, connecting those in need to important services.</td>
<td>This neighborhood program is based in Clearwater &amp; focuses on youth development and high school graduation.</td>
<td>This UW resource center is found in north Tampa and provides job training and support services for local families.</td>
<td>What is Sulphur Springs?</td>
</tr>
<tr>
<td></td>
<td>What is Campbell Park?</td>
<td>What is North Greenwood or Operation Graduate?</td>
<td>What is North Greenwood or Operation Graduate?</td>
<td>What is North Greenwood or Operation Graduate?</td>
</tr>
</tbody>
</table>
### UNITED WAY BINGO

**RULES**
Find someone in your household, including yourself, who has LIVED UNITED by doing what is listed in the square and write their name in the space.

1. If you or someone in your household has LIVED UNITED by doing what is listed in the square, write the name in the space in the square.
2. Complete as many squares as possible.
3. First one to fill in five squares vertically, horizontally, or diagonally should submit their form to assigned coordinator for chance to win a prize.
4. Volunteer to share your story on how you Live United.
5. Remember to always...

| Served on a United Way community investment panel | Adopted an angel from an angel tree or sent Christmas gifts to a United Way funded agency | Told neighbors about United Way and its benefits | Sent a note of encouragement to someone going through a difficult time | Cut your hair for locks of love |
| Encouraged people to support the community through the United Way | Toured a United Way agency | Tutored a child | Donated food to a food pantry | Am a loyal UW contributor (someone who has supported the UW for 3+ years) |
| Gave Blood this year | Prepared or taken a meal to someone in need | FREE SPACE How do you LIVE UNITED? | Donated supplies or helped stuff backpacks during Stuff the Bus or similar back to school event | Helped someone file their taxes |
| Read to a child at a school | Helped a high schooler complete the FAFSA | Told someone about calling 2-1-1 | Assisted with my company’s United Way campaign | Encouraged someone to pursue training or higher education |
| Ran a race (5K, 8K, etc) to support a cause | Volunteered for or at a United Way agency | Attended a UW campaign at which a representative or agency spoke | Donated personal items to a non-profit agency | Participated in Day of Caring or Day of Action through the United Way |