

2023 CAMPAIGN TOOLKIT

TOGETHER WE'RE GREATER THAN ANY CHALLENGE

United
Way



DONATE. PARTICIPATE. ADVOCATE.

United Way Suncoast

TABLE OF CONTENTS

Overview

- 4 Getting Started
- 5 Steps to Success in a Kickoff

Communication:

- 17 Mid-Campaign Reminder
- 18 Leadership Recognition
- 19 Leadership Ask

Appendix

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

Just for Fun: Games

- 21 Year Round Engagement Ideas
- 23 Head and Shoulders
- 26 Creating a Kahoot Game
- 27 Allocating Scarce Resources
- 29 Making Choices
- 31 United Way Bingo

What Unites Us

- 12 Early Learning
- 13 Youth Success
- 14 Financial Stability
- 15 Volunteerism

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The background is a solid orange color with rounded corners. On the right side, there is a large, faint, light-colored outline of the word 'WIN' in a bold, sans-serif font. The letters are composed of thin lines. Behind the 'WIN' text, there are several horizontal, geometric shapes that resemble stylized flags or banners, some with pointed ends and others with rectangular ends, arranged in a vertical column.

2023 CAMPAIGN TOOLKIT OVERVIEW

Your 2023 Campaign

GETTING STARTED



Ready, Set, Go!

A kickoff event, either in person or virtually, sparks excitement for your colleagues and creates a sense of purpose for every team member. Campaigns that kickoff with a celebratory event prove to raise more dollars in support of our community!

Get Inspired

From preparing more students for kindergarten to helping families avoid eviction, your employees' donations help create a positive difference in the community. When you share about the United Way Suncoast's work, you allow your employees to make an informed decision and an inspired decision to give. The kickoff allows you to move your colleagues from awareness to engagement.

Build a Team

In a recent survey, 76% of the respondents indicated they want to work for a company that is trying to have a positive impact. The kickoff event provides a great chance to show your company cares and bring employees together for a common cause.

Set the Stage

The kickoff event allows you, your senior management team and the entire organization to demonstrate its passion for supporting our community. Your United Way Corporate Philanthropy Manager is here to support you and can help you plan and customize your kickoff event.

Your 2023 Campaign

STEPS TO SUCCESS IN A KICKOFF



1. Technology Platform (if applicable)

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality, so that your United Way Suncoast (UWS) staff partner can help you build your kickoff agenda and activities. If you cannot host your kickoff on your own technology platform, speak to your UWS 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 kickoff, 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 kickoff event be scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kickoffs (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 kickoff sticks to the agenda. If the CC needs support, your UWS 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 from the top down.

5. Make it Interactive

Engage your colleagues during the kickoff. Consider interactive activities like online polls or quizzes to keep their attention. Your UWS staff partner can help you build this activity.

6. Raise Awareness about Impact

UWS has speakers that can join your meeting as well as awareness activities, such as games and videos that can help share the impact of donations and inspire people to give. Your UWS 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 kickoff event, so people can take action while they're feeling inspired.

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 Suncoast (UWS) 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 (if a virtual meeting) 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 kickoff presence for your CEO. If applicable, check in with your UWS impact speaker to ensure everything is on track, and see if they have any questions (especially about how to access your kickoff if virtual).

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 presentation documents and any conferencing system you may be using. 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 "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 kickoff event has concluded.

FOLLOW UP

Thank Others

Send a follow-up communication to thank staff for joining your kickoff event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors to your kickoff 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.

**Opening
5 minutes**

- Welcome
- Value of United Way Suncoast (UWS) & Company partnership
- Importance of UWS 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 UWS

Activity examples:

- UWS Games
- UWS videos
- Guest speaker from UWS

**Closing Remarks
5 minutes**

Campaign Coordinator, CEO/ECC to thank participants, and reiterate importance of UWS

- 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.

Appendix B: Key Points for Speakers

OPENING REMARKS

The following can be customized/personalized to meet the needs of the speaker(s).

Welcome/Thank You attendees,

Before we begin, I would like to welcome two very important guests who are with us this morning (introduce United Way Suncoast (UWS) and United Way Suncoast's Speaker).

As many of you know, I am a strong believer of UWS' work and I am proud to be a part of <COMPANY'S> UWS Campaign. With 99 years of 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.

Your support can elevate early learning, energize middle and high school students and empower community members and families. We know that if more kindergartners arrive on that first day of school ready to learn, they're more likely to enjoy success as adults. We know if more teens avoid those societal pitfalls, they will embark on post secondary success, whether it's college, vocational training or military service. We know if more parents gain financial literacy knowledge, they can better manage the changing dynamics of our economy.

UWS defines the people who travel this path as ALICE: Asset-Limited, Income Constrained, Employed. It's hard-working people who stand just one unexpected expense away from dire circumstances. Still, people ask, "Who is ALICE? Well, if we truly believe in community, if we truly believe we're all in this together, the answer is simple: We Are ALICE."

Together, we can fuel successful outcomes. Together, we can combine our love with UWS' care and expertise and give every community member the Freedom To Rise. Together, we can find a way, the United Way.

I want to take a moment to recognize and thank each and every one of you in this room for stepping up to support UWS 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 UWS 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 UWS.

Introduce the next section of the event <e.g. audience poll, speaker, UWS 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).

*Optional if there is a multiple kickoff situation and you send out link early.

Thank you, **<GUEST SPEAKER>**, for joining us today. United Way Suncoast (UWS) plays such an important role in the lives of our neighbors and the health of our community. We lift up our region and work everyday to secure a future where everyone can thrive.

Our annual UWS' campaign starts on **<DATE>**. We have an amazing team that has worked hard to make this year's campaign successful. 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 your gift today. Let's demonstrate our commitment to our staff before we officially launch the campaign on **DATE**.

Our company's donations to UWS are part of how we are building a stronger community and creating a legacy across our region.

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 0-9

EARLY LEARNING

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



Image has been changed for privacy reasons.

Amanda Perry, a single mother, spent five months searching for a daycare for her son Cason. But she encountered issues when the center kept calling her at work to pick up Cason, who was biting and hitting other students. Eventually, Amanda got called away from work so often she lost her job. The story illustrates a deepening crisis. Early learning centers, already facing a number of challenges, now report unprecedented displays of behavioral problems among preschool children – exacerbated by the pandemic and a host of economic pressures on families and parents. United Way Suncoast took steps to address this issue by partnering with the Charles and Margery Barancik Foundation and the Early Learning Coalitions of Manatee and Sarasota, placing four childhood mental health consultants in 12 preschools throughout both counties. Kids engage in projects that help them learn to share and sit quietly. Teachers learn to more readily identify behavior issues. Results are under review, but early indications reflect success. And Amanda Perry? She's in a new job and her son is thriving.

115,053

local children received support from United Way Suncoast (UWS) to improve their educational opportunities in DeSoto, Hillsborough, Manatee, Pinellas and Sarasota counties.

75%

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



ALICE: 2/3 OF CHILDREN OF COLOR

2/3 of children of color are ALICE, compared to 1/2 of the general population.

SCHOOLS OF FOCUS

Only 30% of 3rd grade students in UWS schools of focus are reading on grade level, compared to about 50% across the five-county region. UWS focuses on 36 title I schools, working with paraprofessionals and providing support to raise literacy rates.

HOW YOU CAN HELP

Volunteer through our Campbell Park Network for Early Learning, or one of our Quality Childcare Initiative Sites across the region.

Email projects@uwsuncoast.org for more information.

Ages 13-18

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.



United Way Suncoast (UWS) remains committed to energizing the future of middle school and high school students and putting them on a path to post-secondary success. We're currently in the second year of a \$2.8 million investment in 21 programs focused on youth success.

When she was in high school, Michelle would drive by St. Joseph's North every day and dream of working at the hospital. The dream became reality after she completed a certified nursing assistant program conducted by UWS in partnership with Hillsborough Community College and sponsored by Quest Diagnostics.

5,800+

Youth demonstrated proficiency in essential skills, or made progress, which supports career readiness and long-term financial stability.

740 YOUTH

Completed education or training that enables them to attain marketable skills, leading to steady employment and career pathways.



UWS OUTCOMES

UWS Youth Success Partners helped over 300 youth gain work experience through jobs or internships, encouraging work success and on-time graduation.

2023 COMMUNITY STATUS

Across both Hillsborough and Pinellas Counties, approximately 88% of all high school seniors are graduating on time. That number decreases to 82% for students who are indicated to be economically disadvantaged. The percentage drops again to an average of 72% for students without stable housing.

Ages 18+

FINANCIAL STABILITY

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



Image has been changed for privacy reasons.

Stephen, a father of three in Bradenton, had spent years paying a company to do his taxes. But now, he only wanted to sing the virtues of United Way Suncoast's Volunteer Income Tax Assistance program. Why? He gave our volunteers the opportunity to do his taxes and received a larger than expected return. He asked a lot of questions and feared a mistake. Two of our volunteers, George and Debbie, asked him to bring in his tax returns from the past two years. They discovered the company Stephen had paid mistakenly credited him for only two of his three children. The volunteers filed amendments to Stephen's prior tax returns and helped him claim additional credits. Now he's handing out VITA flyers to friends at work and people at his church. This isn't an uncommon story. The IRS-trained volunteers at VITA helped community members bring home \$13 million in returns, boosting their household finances and aiding the regional economy. And it's free for households making \$76,000 or less a year.

11,844

Tax returns were prepared by United Way's VITA partnership, with United Way-specific sites preparing 8,831 returns. Using 468 trained volunteers, taxpayers saved almost \$11 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.

45,582

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

21,367

People earned higher education degrees or certificates through our community investments

2 OF EVERY 5 HOUSEHOLDS ARE ALICE

45% of all households in the Suncoast Region are ALICE: Asset-Limited, Income Constrained, Employed. An ALICE family of four with an infant and a preschooler must make \$88,000 annually to meet basic household needs, with minimal savings.

HOW YOU CAN HELP

Become a VITA Volunteer! Attend online or in-person trainings to become an IRS-certified volunteer, and help people like Stephen in our community.

Become a Financial Coach! Coaches are paired with community members who are in a position to make changes and improve their financial wellness. This takes place in a virtual setting, so it's easy to volunteer an hour of time each month.

<https://www.volunteersuncoast.org/financial-stability>

Ages 13+

VOLUNTEERISM

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



Our Philanthropic Engagement Team provides ongoing volunteer opportunities for individuals as well as creating custom volunteer experiences for corporate partners. **During our 2023 fiscal year, 4,098 volunteers donated more than 29,500 hours and completed 1,341 projects.** Annually, our largest volunteer event is Week of Caring which connects nonprofits with corporate and community volunteers.

United Way Suncoast (UWS) 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 an experience for your organization and help your volunteer program grow.

29,576

volunteer hours organized through UWS delivered **\$940,516** back into the community through neighborhood resource centers.



WAYS TO ENGAGE YOUR VOLUNTEERS

Sponsored Kit Build

Work with our team to develop a custom project where we bring materials to you on-site and guide volunteers through the project completion.

- Great for team building
- Can be paired with employee resource groups or DEI initiatives

Traditional Volunteer Project

Gather a group of volunteers and let us help align it with your interests!

For more information, contact us at projects@uwsuncoast.org.

**2023
CAMPAIGN
TOOLKIT
COMMUNICATION**

COMMUNICATION
TOOLKIT
2023

Communication

**LEADERSHIP
ASK**

Dear <Name>:

Our United Way Suncoast 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 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 set a tone of service. With a Leadership gift of \$1,000 or more, you'll elevate education, energize middle school and high school students and empower the financial stability of families and communities. Demonstrate to your team, and to all of our employees that you're committed to supporting our 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 Suncoast 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 kickoff on **[Insert Date]** to help inspire giving among all 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.

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 Suncoast 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 families the "Freedom To Rise."

[Insert Organization Name] is committed to giving back to our region. In partnership with United Way Suncoast, we know that our support reaches those who need it most and creates the greatest impact. When you invest in United Way Suncoast's Community Impact Fund, you help lift up your community. When you help a child read on level by the end of third grade, you give them a better chance to graduate high school. When you help teens complete their GED or gain and sustain a steady job, you give them tools for success and help them 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.

We partner with United Way Suncoast to elevate education and empower community members and families. Improving access to early learning, steering teenagers through societal pitfalls and instilling financial literacy in adults allows people to create the lives they imagine for themselves. With 45 percent of households in our area living paycheck to paycheck, our support has never been more important.

Last year, we raised more than **[Insert Dollar Amount if applicable]** during our United Way Suncoast 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. Thank you in advance for your support. Together, we can make a difference and showcase **[Insert Company Name's]** commitment to our neighbors - because United We Rise, United We Win.

Communication

DONOR RECOGNITION

Dear **[First Name]**:

Once again, you have helped make our United Way Suncoast 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 brighter future for children, families, and individuals in our community. Together, we'll continue to elevate education, energize the success of our teens and empower the financial stability of our families. Together, we'll keep strengthening our five-county region.

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,



JUST FOR FUN

Communication

YEAR ROUND ENGAGEMENT IDEAS 1 of 2

Spirit Week

Use this high school throwback for a full week of 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 (if your company has remote/hybrid workers)... you get the idea!

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

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 on or buy entries to a drawing for a coffee chat with C-level executives.

Department Book Club

Set up and have a "cover charge" to participate.

Dress UP Day

Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie... if your office has a casual dress code.

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

Great for remote/hybrid workplaces. Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.

Candy Count

Fill a candy jar and charge a small donation to guess the count. The winner receives the jar of candy!

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

YEAR ROUND ENGAGEMENT IDEAS 2 of 2

Bingo

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

Team Connect Five/Scavenger Hunt

A really fun way to do some team building and learn more about your teammates.

Sports/Poker Games

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

Virtual United Way Suncoast Poverty Simulator

A great way to learn more about our communities needs and why employee contributions through the annual campaign are so important.

Golf Tournament

Have fun out on the golf course while raising money for United Way Suncoast (UWS). Host a friendly mini golf or Top Golf tournament among employees or go all in on a company-sponsored golf tourney open to the community.

Talent Show/Open Mic Night

Pay “cover charge” to talent show/open mic or charge to vote for winning act.

Trivia Game

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

Game of Chess/Checkers

An easy and simple way to have some virtual team building fun.

Fun Run

Work in some physical exercise and raise money for your UWS campaign.

TikTok Executive Challenge

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

Spelling Bee

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

Raffles

Company donates items that employees buy chances to win.

Pie in the Face

Leader with most money gets pied in the face.

Just for Fun

HEAD & SHOULDERS

Today 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 (adapt for in-person).

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. How much has United Way Suncoast devoted to mid- and long-term Hurricane Ian recovery?

- More than \$300,000
- More than \$750,000

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%
- 45%

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. What percentage of individuals who received housing support from United Way Suncoast between January 2022 and June 2023 was able to stay in their homes?

- 91%
- 75%

8. How much money does United Way Suncoast's Volunteer Income Tax Assistance program annually return to the region in the form of tax returns?

- Between \$9 million and \$11 million
- Between \$2 million and \$4 million

9. What is United Way's Volunteer program called?

- United We Work
- United We Serve

10. Where does United Way Suncoast maintain neighborhood resource centers?

- Sulphur Springs (Tampa), Campbell Park (St. Petersburg) and North Greenwood (Clearwater)
- Avila (Tampa), Old Northeast (St. Petersburg) and Belleaire Bluffs (Pinellas)

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

HEAD & SHOULDERS

Answers

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 5

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WEBSITE LINKS

1. Suppose Nobody Cared

This was the first campaign slogan used in the inaugural United Way Suncoast (UWS) campaign, in 1924 – 99 years ago. The campaign raised \$179,011.37 that first year. Adjusted to inflation in 2023 dollars, it is equivalent to \$3,157,102.

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 LINC, Women United, Admiral Society or Tocqueville Society.

unitedwaysuncoast.org/get-involved/affinity-groups

3. 4,098

Number of volunteers who utilized UWS' Volunteer Action Center in FY 2023, which resulted in 29,576 volunteer hours at 1,341 completed service projects. The value that this brought to our community was \$940,516!

volunteersuncoast.org

4. 45% of working households cannot cover basic needs

in 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.

unitedwaysuncoast.org/what-we-do/alice-suncoast/

5. UWS has committed \$8,453,000 to support 43 programs focused on Education across our five-county region from July 1, 2022, to June 30, 2025.

United We Learn is an initiative to ensure equity and access to early learning for all children. UWS invests in and implements programming within attendance zones of selected Title I Elementary schools comprised of Asset Limited, Income Constrained, Employed (ALICE) households. We concentrate on ensuring children enter kindergarten ready to learn, ensuring school-age children have the supports they need, and reducing barriers families encounter.

unitedwaysuncoast.org/what-we-do/education

6. 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 Resource Centers are improving and empowering neighborhoods in Sulphur Springs, Campbell Park and North Greenwood are empowering neighborhoods to create lasting change and success.

unitedwaysuncoast.org/what-we-do/neighborhood-programs

7. Emergency Food Assistance; Food Bank Supports; Housing Stability Needs

UWS supports agencies who are serving individuals and families when a crisis strikes. Whether a pandemic, the housing crisis or a hurricane, we constantly marshal our resources to address emerging needs.

<https://unitedwaysuncoast.org/2022-2025-community-investment/>

Just for Fun

CREATING A KAHOOT GAME

Go to kahoot.com and SIGN UP

- Select Students (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:

- In person, make sure the screen is big enough for all to see!
- If hosting virtually, you'd share your screen so all virtual players are able to see the game.

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 2023 United Way Suncoast (UWS) dollar bill. Now before you get too excited (pause) I hate to be the bearer of bad news, but it's (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 hold on to it. 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 from actual situations with people living here in Tampa Bay. In a minute, I want you to go to a UWS staff person, get a piece of tape and move around reading the various scenarios.

If you had to choose to use your dollar to help only one scenario, which one would it be? Tape your dollar bill beside your choice.

Ok, on your mark, get set, go. (As they are walking around, instruct participants to look around at the various scenarios and remember what they're seeing.)

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

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. Imagine for a moment that these scenarios didn't receive help and what that would mean.

The fact is that this is more than just an exercise; it's a pretty good representation of what happens in real life. It's not that different than the decisions we have to make every day about helping people in our community.

We all have issues that are important to us for a variety of reasons (repeat some of the reasons you heard in the earlier segment). But you have to make a choice. There are so many people in need, so many needs and you're just 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 already. 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?

You have to make a difficult choice. 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 a choice, there are a number of issues, a number of people, that don't receive the attention or resources they need. Some agencies will lose funding, which means fewer services and less help available.

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, wouldn't you? But how you ask? That's a good question. And it's the question that UWS answers.

We recognize that the challenges represented in these scenarios don't exist in isolation. Needs overlap, causing a cascade of difficulties for individuals across our community. That's why UWS is best positioned to help the most people. Through our own programs and those we fund through our Strategic Community Partners, we can address these interconnected issues and allow people to reach their full potential.

UNITED WAY SUNCOAST PUTS COMMUNITY CARE IN ACTION

At United Way Suncoast (UWS), we recognize that when we all pull together, we can do a better job of lifting up community members. When organizations work in sync, they expand the efforts of their work, creating greater impact and helping more individuals and families – families that may be one unexpected expense from a dire financial situation. Your gift supports more than 100 programs that work in collaboration to strengthen three key impact areas: Early Learning, Youth Success, and Financial Stability. By supporting UWS, you fuel a collective effort that creates solutions, strengthens lives, and builds a better community.

Here are examples of our collective impact.



Summer Care

Observing children thrive and actively engage in learning can be a gratifying experience, particularly during the active summer months. Despite the temptations of beach trips and playful adventures, children enthusiastically engage in “bridge books” that act as stepping stones toward their achievement, learning, and personal growth. Whether they encounter obstacles or make swift progress, the opportunity to enhance their reading skills, solve math problems, and foster critical thinking abilities generates a motivating summer. UWS’ Summer Care initiative partners with 14 organizations to fund 28 camps. With dedicated reading instruction and a distribution of more than 1,600 “bridge books” Summer Care prevents skill loss and supports education during the school break.



Starting Right, Now

On her very first birthday, Harmony’s mother died in a head-on collision with an SUV. The tragedy set off a series of struggles for Harmony, who found little in her life that related to her melodic name. When a stepmother came into the picture, things got worse. Her stepmother would pick fights and tell her dad stories that led him to verbally abuse Harmony. Feeling unloved and unwanted, in the heat of one of the beratings by her dad, the argument turned physical. When the officers came, the dad accused Harmony of abusing him. They took Harmony to a detention center and deemed living with her dad was not the best placement for her. Fortunately, after a childhood littered with tumult, she landed at Starting Right, Now. The nonprofit, one of UWS’ youth success partners, provides stability to homeless and unaccompanied teens, including a place to live, academic support, a mentor, life

skill classes and mental health counseling. UWS helps fund SRN’s Guidance, Rapport, Ambition and Development (GRAD) program, which places students like Harmony in a series of after-school classes and enrichment activities, instilling life-skills necessary for school, careers, and productive adult lives. Harmony now looks to a brighter future and the realization that life can be a song worth singing. At UWS, that’s music to our ears. We’ve invested \$2.8 million in 21 programs through 2025 that focus on youth success and putting middle and high school students on a path to post-secondary success.



Financial Stability

Growing up in foster care, Wanda only wanted a better life for herself and her family. When she put herself through culinary arts school, she appeared to have mapped out a successful path. She adopted her 5-year-old cousin. She started saving to open her own business.

Then, one accident set her back. With her car totaled, work became impossible. Public transportation proved unreliable for her to maintain the necessary hours for a kitchen.

United Way Suncoast financial coach Carrie Williams witnessed the difficulties Wanda endured, and sought a solution from Wheels Of Success, a nonprofit dedicated to providing personal transportation solutions. Carrie helped Wanda apply for support.

Meanwhile, Taylor Sanger and his friends extended their annual Wheels of Success partnership by donating dollars to help refurbish a car for a deserving recipient. Each friend gives \$500, totaling more than \$3,000. Last December, with Sanger and his friends looking on, Wheels for Success provided her with a car to call her own. The refurbished GMC Terrain makes it easier for Wanda to get to her job, and it also transports her from worry to hope.

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 families are forced to make every day.

INSTRUCTIONS

- Make copies of the “game sheet.” Participants can work in teams of two or three.
- 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 two children.
- One adult in the household is working full-time and the other is working two part-time jobs.
- 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 one, two or three 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 strep throat and has to see the doctor. In order to get the health care for the child, the family must give up two candies.
- Tell the group to take off two 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 four candies to adjust.
- Let them go through the exercise of taking off the four candies and adjusting the rest.

How United Way Suncoast programs can help this family:

Ask participants for ideas of how this family can use United Way Suncoast resources to help.

- If anyone says food, shelter or emergency shelter, give them two candies.
- If anyone says providing their children with after school programs, give them two candies.
- If anyone says job training programs, give them two 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 two 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 five-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



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

Just for Fun

UNITED WAY BINGO

RULES

1. If you or someone in your household has helped your community by doing one of the activities below, write the name 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 their assigned campaign coordinator for a chance to win a prize.
4. Volunteer to share your story on how you embody United We Rise. United We Win.
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 United Way contributor (someone who has supported the United Way for 3+ years)
Gave blood this year	Prepared or taken a meal to someone in need	FREE SPACE	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 United Way campaign at which a representative or agency spoke	Donated personal items to a non-profit agency	Participated in Week of Caring or Day of Service through the United Way