



**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED®**

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WELCOME

DEAR CAMPAIGN COORDINATOR:

Welcome! It is truly a privilege for us to join you as Cedar Valley United Way 2021 Campaign Chairs. Thank you for giving your time, your energy and especially your heart to take on the very important job as campaign coordinator for your company.

We are excited to partner with you and the hundreds of other coordinators throughout the Cedar Valley to raise awareness about the significant issues facing our community and to create the positive change needed to address those challenges. You are a part of a group of caring individuals who work to make measurable improvements in the lives of thousands who live and work here.

Cedar Valley United Way is committed to helping you run a successful campaign. The dollars we raise together will allow more children to be ready to succeed in school and youth to fulfill their potential. Gifts to United Way help promote financial stability and independence for individuals and families. They also support a vital network of programs that help folks when they need it most.

This handbook and www.cedarvalleyunitedway.org are your foundation for a rewarding, successful campaign. The resources and tips provided in this guide will help you plan an enjoyable, meaningful and efficient campaign. You also have the support of United Way staff.

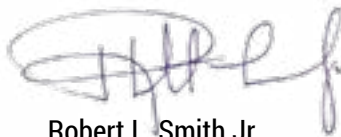
If we all work together with commitment, creativity, and heart, we can change our community in fundamental, lasting ways. LIVE UNITED means together, united, we can accomplish more than any one of us can do alone. And when we reach out a hand to one, we improve the lives of many.

Thanks you for accepting this opportunity to join us in this important work.

Sincerely,



Stacey Bentley
President & CEO, Community Bank and Trust
2021 Campaign Co-Chair
Cedar Valley United Way



Robert L. Smith Jr.
Executive Director, UNI-CUE
2021 Campaign Co-Chair
Cedar Valley United Way

YOUR ROLE AS A COORDINATOR

CONGRATULATIONS AND THANK YOU FOR SERVING AS A CAMPAIGN COORDINATOR!

This year's United Way campaign invited you to LIVE UNITED. It is a simple notion that, no matter who we are or what we do, we are all part of the same community. We believe that education, income, and health are building blocks of a better life. We are working to bring measurable improvements in these key areas to our community.

Think of working on your United Way campaign as an opportunity to do something different, to get involved in a very good cause and have a good time! You will also:

- Become more connected to the people in your community
- Learn about the critical issues and essential services in your community
- Strengthen relationships with your co-workers
- Demonstrate your leadership skills
- Develop and sharpen your project management skills

As a coordinator, your active involvement in your organization's campaign is paramount. Enthusiasm, creativity and planning are some of the main ingredients for conducting an educational, exciting and successful employee campaign. Make sure you:

- Schedule an introductory meeting with your United Way Representative
- Coordinate the distribution and collection of campaign materials and pledge forms
- Work with your United Way Representative to plan events that bring awareness about community issues and United Way throughout the campaign
- Ensure effective and efficient campaign management by following up on all aspects of the campaign
- Collect a pledge form from everyone who gives, even if it is a continuation of last year's payroll deduction or a one-time gift
- Thank all employees who contribute and thank members of your campaign team

Whether this is your first or twentieth time as a coordinator, this handbook will help you get the most out of your campaign. Your role as a coordinator is crucial to the success of our community. Without you, Cedar Valley United Way could not support the programs that provide the needed services in our community. Coordinators matter, and we cannot thank you enough.

CEDAR VALLEY UNITED WAY

MISSION

Leveraging resources to help people, change lives, and make your community investment count throughout the Cedar Valley.

VISION

To be the leader in building caring and vital relationships throughout the Cedar Valley that produce positive results, gather and disperse community resources, and yield measurable impact.

Cedar Valley United Way is working to advance the common good by focusing on education, income, and health. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long-lasting changes that prevent problems from happening in the first place.

Through our Community Impact Investments, we partnered with 36 agencies to fund programs that are working to help improve education, health and financial stability (See our funded partner list on pages 6 and 7 for a complete listing). We invite you to be a part of the change. Together, United, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED!

Cedar Valley United Way is creating the building blocks of a better life for all by focusing on:

EDUCATION:

Helping children and youth achieve their potential

- Creating productive and engaged young adults
- Partnering with schools and parents to improve academic achievement in children

INCOME:

Helping families become financially stable and independent

- Increasing income by helping hardworking people obtain job training and family-sustaining wages
- Encouraging savings as a financial safety net

HEALTH:

Improving people's health

- Empowering individuals by reducing substance abuse, child abuse and domestic violence
- Increasing health education and preventative care
- Improving maternal health and infant well-being

CEDAR VALLEY UNITED WAY COMMUNITY IMPACT INVESTMENTS

Cedar Valley United Way Community Partners are a strong partnership of nonprofit health and human service programs that work together, improving lives in our community. Together, united, the citizens of the Cedar Valley invested in the following programs in 2021 – 2022.

Allen College

ACE-SAP Free Clinic: \$22,000^H
Summer Nurse Camp: \$5,000^E
Total: \$27,000

Allen Memorial Hospital (UnityPoint Health)

Allen Child Protection Center: \$92,531^H
Enhanced Maternal Health: \$10,000^H
Total: \$102,531

American Red Cross

Disaster Services: \$16,369.55^{EBN}
Total: \$16,369.55

Black Hawk-Grundy Mental Health Center

Care Coordination \$67,576^H
School-Based Mental Health \$77,719.53^H
Total: \$145,295.53

Catholic Charities of the Archdiocese of Dubuque

Immigration Legal Services: \$25,000^{FS}
Total: \$25,000

Cedar Valley Friends of the Family

Northeast Iowa Shelter Services: \$34,290^H
Total: \$34,290

Cedar Valley Preschool & Child Care

Childcare Support: \$18,500^E
Total: \$18,500

CommonBond Communities

Adult Education and Advancement: \$5,000^{FS}
Total: \$5,000

Community Housing Initiatives

Permanent Housing: \$15,000^{FS}
SOAR: \$21,772.50^{FS}
Total: \$36,772.50

Ethnic Minorities of Burma Advocacy and Resource Center

Family and School-Based Target Education: \$46,700^E
Total: \$46,700

Family and Children's Council of Black Hawk County

Parent Connection/Empowering Parents: \$9,000^H
Sexual Abuse Prevention: \$15,000^H
Total: \$24,000

Family YMCA of Black Hawk County

YMCA School-Age Care: \$12,000^E
Total: \$12,000

Friends of Iowa CASA and ICFCRB

CASA (Court Appointed Special Advocate): \$19,550^H
Total: \$19,550

Grin and Grow Ltd.

Childcare Services: \$44,800^E
Removing Childcare as a Barrier to Work for Low-Income Families: \$40,500^{FS}
Total: \$85,300

Hawkeye Community College

Family Literacy Program: \$50,000^{FS}
Total: \$50,000

iJAG

Bridging the Gap Between High School and Careers: \$40,000^E
Total: \$40,000

Iowa Legal Aid

Income Stability Project: \$10,000^{FS}
Total: \$10,000

Jesse Cosby Neighborhood Center

No One Without a Home: \$12,591.68^{EBN}
Total: \$12,591.68

Job Foundation

Financial Stewardship Mentoring Program: \$13,000^{FS}
Total: \$13,000

Lutheran Services in Iowa

Healthy Families America – HOPES: \$12,500^H
Total: \$12,500

MercyOne Waterloo Medical Center

SHIIP (Senior Health Insurance Information Program): \$12,375^H
Total: \$12,375

NAMI Black Hawk County

Services for People with Mental Illness: \$7,500^H
Total: \$7,500

North Star Community Services

Supported Community Living: \$12,600^H
Total: \$12,600

Northeast Iowa Area Agency on Aging

Assisted Transportation: \$22,665.74^{EBN}
Special Assistance: \$18,517.86^{EBN}
Total: \$41,183.60

Northeast Iowa Food Bank

Cedar Valley Food Pantry: \$37,035.32^{EBN}
Total: \$37,035.32

**H = Health, E = Education, FS = Financial Stability
EBN = Emergency and Basic Needs**

CEDAR VALLEY UNITED WAY COMMUNITY IMPACT FUND

Cedar Valley United Way Community Partners are a strong partnership of nonprofit health and human service programs that work together, improving lives in our community. Together, united, the citizens of the Cedar Valley invested in the following programs in 2021 – 2022.

Operation Threshold

Crisis Utility Assistance: \$10,000^{EBN}
Home Visitation Program: \$40,000^E
Nest: \$11,098.59^H
Pocket Change: \$18,518^{EBN}
Refugee Services: \$20,000^{FS}
Tenant Based Rental Assistance: \$12,591.68^{EBN}
Total: \$112,208.13

Pathways Behavioral Services

Junkman-Knoebel Transitional Housing: \$26,000^{FS}
On-Site Adolescent Substance Use Disorder Treatment: \$16,000^H
Total: \$42,000

Peoples Community Health Clinic

Access to Dental Care Relating to Missing Teeth: \$37,440^H
Access to Health Services through Interpretation Assistance: \$75,058.50^H
Total: \$112,498.50

Riverview Center, Inc.

Sexual Assault Intervention Services: \$50,164.50^H
Total: \$50,164.50

The Salvation Army

All-Purpose Financial Assistance: \$7,406.60^{EBN}
Food Assistance: \$8,888.83^{EBN}
Housing Services: \$33,332.20^{EBN}
Pathway of Hope: \$5,000^{FS}
Rent/Utility Assistance: \$12,591.68^{EBN}
Youth Center: \$7,500^E
Total: \$74,719.31

SuccessLink

Success Street: \$34,000^H
Total: \$34,000

SuccessLink/Together for Youth

Adolescent Pregnancy Prevention: \$79,114.50^H
Young Parents Together (YPT): \$30,870^H
Total: \$109,984.50

Volunteer Center of Cedar Valley

RSVP Primetime Reading Buddies: \$5,000^E
Total: \$5,000

Waterloo Community Schools

WE Believe Summer Learning Academy: \$28,472.50^E
Total: \$28,472.50

Waterloo Visiting Nursing Association

Maintaining Independence - Access to Home Healthcare: \$26,075.25^H
Total: \$26,075.25

Waypoint Services

Domestic Violence Victim Services Program: \$34,000^H
Total: \$34,000

YWCA of Black Hawk County

Language, Advocacy, Resources and Support: \$10,000^{FS}
Parents Achieving Success with Support: \$13,300^E
Summer Daze Child Care: \$25,000^{FS}
Wize Girlz: \$5,000^E
Y's Kids Before and After School Care: \$30,000^{FS}
Total: \$83,300

COVID-19 Relief Fund

Community Partner Relief Fund: \$50,000
Total: \$50,000

Emerging Leaders

Books for Babies: \$1,296
Total: \$1,296

Social Innovation Funds

Total: \$50,000

SuccessLink

Community Data Project: \$25,000
Total: \$25,000

For a description of each program, visit CedarValleyUnitedWay.org/community-impact or use the QR code below:



**H = Health, E = Education, FS = Financial Stability
EBN = Emergency and Basic Needs**

CONTACT INFORMATION

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OFFICE LOCATION:

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Waterloo, Iowa 50701

ONLINE:

www.cedarvalleyunitedway.org
unitedway@cvuw.org
Or visit us on Facebook

STEPS TO A SUCCESSFUL CAMPAIGN

GET CONNECTED

- Contact your United Way representative at 319.235.6211 to learn how we can:
 - o Provide campaign materials, information and support
 - o Help you plan and implement your campaign
 - o Make presentations in your employee meetings
 - o Arrange for an agency speaker
- Use this handbook, also available at www.cedarvalleyunitedway.org, to assist you in your campaign.

ENLIST SUPPORT

- Ask for your president/CEO's personal commitment and encourage him/her to endorse the campaign at employee events.
 - o Send a letter of support from the CEO to employees
- Request assistance from top-level management.
 - o Analyze past campaigns and have management set a goal that reflects growth in:
 - Employee participation rates
 - Dollars raised overall
 - Average gift size
 - o Ask all managers to include campaign presentations at their staff meetings
- Recruit a campaign team.
 - o Select key people from all employee groups.
 - o Look for people who:
 - Relate well to fellow employees
 - Support the campaign
 - Will participate enthusiastically

DEVELOP A CAMPAIGN PLAN

- Create a timetable for the campaign.
- Choose fundraising strategies that are tailored to your corporate culture.
- Insure success by using the "Gold Standards for Campaign Success" (see page 10).
- Educate employees about the leadership giving society and encourage such gifts.

STEPS TO A SUCCESSFUL CAMPAIGN

PROMOTE AND EDUCATE EMPLOYEES ABOUT UNITED WAY

- Use United Way brochures, handouts, and posters to build awareness of the campaign (See campaign materials, Page 13).
- Provide updates to employees about the progress of your campaign.
 - Feature campaign information in newsletters, bulletin boards, and in emails
 - Explain how people can participate in campaign activities
 - Tell employees when the campaign ends and where they can return forms
- Plan a time when your United Way Representative or Campaign Co-Chairs can speak to your employees.
 - You do not need a separate meeting, just allowing 10-15 minutes at the beginning of an existing employee meeting is great.
- Continue to inform and educate your employees throughout the year about the work of United Way and how their dollars are making a difference.

ASK EVERY EMPLOYEE IN YOUR COMPANY

- Make sure every employee is given the opportunity to donate, including employees who are part-time, temporary and travel or work off-site.
- Don't forget about your "New Hires" throughout the year. Ask your United Way Representative about how to include them.
- Remember retirees. Long-time supporters of United Way may still wish to give, advocate and volunteer. Ask your United Way Representative about how they can still contribute.

CONDUCT A THOROUGH CAMPAIGN WRAP-UP

- Collect ALL pledge forms.
 - Check to be sure that donors have kept the bottom copy and the forms are signed
 - Be sure credit card payments show an expiration date
 - Check to make sure the number of pay periods is filled out correctly
- Schedule a wrap-up meeting with your United Way Representative.
- Verify pledge amounts on pledge forms, fill out the campaign envelope.
- Report final totals to your fellow employees.

THANK SUPPORTERS

- Thank those who ran the campaign, who volunteered and who gave.
 - Hold a thank you event for employees
 - Send a thank you letter from the CEO
 - Send personalized thank you notes
 - Put together goodie bags to thank your committee

“GOLD STANDARDS” FOR CAMPAIGN SUCCESS

There are many strategies and ideas that you, as coordinator, can employ in your campaign to increase its success. The following “Gold Standards” are just a few simple things that can have a significant effect on the success of your campaign.

“GOLD STANDARDS”

- **Employee Presentation(s)**, from a United Way Representative, Campaign Co-Chairs, or Agency Speaker

- **Campaign Incentives**

- **Corporate Matching Program**, meaning the company matches a certain percentage or dollar amount of their employees’ donations

- **Campaign Promotion/Special Events**

- **Volunteer Engagement**

**** The Gold Standards that tend to have the most impact on campaign results according to research completed by Greater Ottawa County United Way are:**

- **Employee Presentations** – When a company allowed United Way or an agency speaker to make a presentation to employees, participation in the campaign rose on average 12.7%

- **Incentives** – When a company provided incentives, participation in the campaign increased by 13.5%

When planning a campaign, for participation and giving, implement as many of the “gold standards” as possible to increase the success of your campaign. If you’re just starting, begin by implementing one or two “gold standards” and add one more each year.

For ideas regarding events and incentives, see page 14.

CAMPAIGN MATERIALS

Cedar Valley United Way can provide you with all the necessary materials needed to run a successful campaign such as pledge forms, brochures and campaign envelope. Please email samantha.meier@cvuw.org for additional campaign or marketing materials.

CEDAR VALLEY UNITED WAY PLEDGE FORM

To live better, we must Live United.

1. MY INFORMATION (Please print clearly)

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____
 EMAIL: _____

2. MY WAYS OF CONTRIBUTION (Select how you will contribute)

Payroll Deduction
 I am prepared to contribute _____ per pay period.
 Total: _____

Cash/Check
 I am prepared to contribute _____ per pay period.
 Total: _____

3. LABORATORY GIFT RECOGNITION (Select how you would like to be identified - check all that apply)

Cedar Valley United Way
 My Employer
 Myself
 I would like information on legacy giving
 I prefer my gift remain anonymous

4. MY DONATION (Indicate your pledge amount and frequency)

Amount: _____
 Frequency: _____

IF YOU ARE A PLEDGEE OF ANOTHER ORGANIZATION

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____

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OUR 2021 IMPACT

\$2.6M 61 GRANTS TO LOCAL PROGRAMS

EDUCATION
 In the Cedar Valley we Live United so kids are able to receive a quality education.
 Your gift funds 12 programs that fight for every child to learn as regardless their in school and graduate with a plan.

HEALTH
 In the Cedar Valley we Live United against business to good health.
 Your gift funds 23 programs that fight for everyone to have access to food, nutritious, independent living support and safe environments.

FINANCIAL STABILITY
 In the Cedar Valley we Live United against financial instability.
 Your gift funds 14 programs that fight for every community member to develop employment skills, manage money and leave their shelter.

EMERGENCY & BASIC NEEDS
 In the Cedar Valley we Live United to create a safety net for emergency situations.
 Your gift funds 12 programs that fight for every community member to fall back on a short-term output to provide assistance for any setback.

CEDAR VALLEY UNITED WAY CAMPAIGN REPORT PACKET

Attach Label Here or Write in Company Name and Address

Before You Seal The Envelope

- Double check the accuracy of each pledge card by reviewing for math errors and completeness.
- Double check back and pledge card for each pledge card.
- Double check the middle edge of ALL completed pledge cards.
- Ensure that a mailing address is included on pledge cards for pledge which are to be mailed by the Cedar Valley United Way office.
- Place top copies of signed pledge cards following payroll deduction and forward them to your payroll department.
- Complete the information on the front of the envelope so that the amounts in the envelope and name reconcile with each other.

	NUMBER OF PLEDGE	DETAILS OF PLEDGE SHEET	REMARKS
FAMILY DONATION		1	Please include United Way's copy of each payroll pledge card. Don't forget to keep a copy for your payroll department.
CASH		1	Please attach cash to pledge cards.
CHECK		1	Please attach checks to pledge cards.
EMERGENCY "BULKY"		1	Please include a billing address.
QUESTIONS OR COMMENTS (PLEASE PRINT)		1	Employers may choose that we contact them for this information.
SPECIAL THANKING LETTERS		1	Includes letters we addressed to individuals.
EMPLOYEE PARTICIPATION		1	Please include corporate pledge cards and/or check.
GRAND TOTAL		\$	Total the NUMBER OF PLEDGES and TOTAL OF ALL PLEDGE CARD VALUES.

Signature of Person Completing Packet: _____

Name: _____

Date Completed: _____

Company Coordinator: _____

Instructions for this Campaign will begin on: _____

We include our Payroll Deduction Statement (attached)

Quarterly
 Monthly
 Do Not Mail It Statement

Number of Employees at Your Company: _____

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED

United Way
 Live Better Together

IDEAS FOR EVENTS AND INCENTIVES

An exciting and creative campaign can be the key to generating enthusiasm and interest among employees. Special events are a great way to add a little pizzazz to your campaign. Here are some ways to put FUN in fundraising:

- **Consider a campaign theme** – Olympics, beach bash, casino night, western, fifties fest, superhero, eighties hair band, Tailgate party or carnival.
- **Food is fantastic** – BBQ, pancake breakfast, ice cream social, chili cook-off, picnic, potluck, bake sales, lemonade stand, pizza party or turkey giveaway.
- **Recreate a TV game show** – Price is Right, Wheel of Fortune, Gong Show, Let's Make a Deal or Jeopardy – focused on community issues or United Way.
- **Halloween is spook-tacular** – costume contest, candy grams, haunted house or pumpkin carving.
- **Build participation with sports tournaments** – golf, putt-putt, softball, bowling or table tennis.
- **Set up a race track** – tricycle, remote control car, office chair or your favorite vegetable.
- **Use an auction to raise awareness** – dessert auction, white elephant auction, re-gift auction.
- **One's junk is another's treasure** – media sale, yard sale, trash raffle.
- **Who's the Boss** – CEO car wash, shave the boss's head, boss job swap, human sundae, dunk tank or pie-in-the-face contest.
- **Get creative** – cubicle decorating contest, office cookbook, baby picture guessing game, horoscope readings, coloring contest, e-mail quiz, ugly tie/earrings contest, balloon pop, paper airplane contest, spelling bee, coin war, scavenger hunt, kiss the pig, compliment-o-grams, hat day, elevator races, United Way lock-up.

Incentives can promote attendance at meetings, increase campaign participation, and encourage speedy return of pledge forms. Here are some incentives that you don't have to purchase:

Purchased incentive ideas include:

- Casual/Jeans Day coupons
- VIP parking spaces
- Time off with pay
- Company car for a day/week
- Lunch with CEO
- One share of company stock
- Sleep-in/leave early passes

For more ideas of events and incentives, request a copy of Creative Sparks from your United Way Representative. Creative Sparks is a resource for creative fundraising events to help your organization LIVE UNITED!

- Sporting event tickets
- Movie/theater tickets
- Concert tickets
- Gift certificates
- Lottery tickets
- Company logo items
- Trophies or plaques
- Department parties
- Gas cards
- Fruit/food baskets
- A plant a month
- Live United shirts/United Way Merchandise

THE ART OF ASKING

STEP 1. MAKE YOUR OWN GIFT FIRST

It is easier for others to make their commitment when they know you are a supporter. Your contribution says: I believe in Cedar Valley United Way and our community.

STEP 2. INTRODUCTION

Start where you are comfortable. For example, contact those colleagues who have given before or who you believe would support United Way. Build self-confidence. Familiarize yourself with the campaign information. Explain your role as a coordinator when you personally contact coworkers about the campaign.

STEP 3. TALK ABOUT UNITED WAY AND THE CRITICAL NEEDS FACING OUR COMMUNITY

United Way focuses resources on significant community needs. Your donation to Cedar Valley United Way:

- Helps children to be ready to succeed in school and youth to fulfill their full potential.
- Promotes financial stability and independence for individuals and families.
- Improves access to critical health services for all.
- Supports a vital network of programs that help folks when they need it most.

STEP 4. GIVE EXAMPLES OF HOW THEIR GIFTS WILL HELP MAKE A DIFFERENCE

Try to personalize the ask with stories and examples of people you know who have been helped. Use the success stories that the United Way has available. Ask your United Way representative or Loaned Executive to provide these.

STEP 5. EXPLAIN THE PLEDGE FORM

United Way provides a powerful way to invest in your community. We offer a very easy payroll deduction option and a variety of other one-time direct gift options for your donation. By giving a gift of \$1000 or more, you qualify for Cedar Society for Leadership Giving Program. (Emerging Leaders 40 and under – \$500+)

STEP 6. ANSWER QUESTIONS

Respond positively. Every comment is a chance to educate others about United Way and our community. Unanswerable questions? See the Frequently Asked Questions section. Still can't find the answer? Contact your United Way representative or Loaned Executive. Remember, we are here for you.

STEP 7. ASK FOR THE GIFT

Encourage everyone to give through payroll deduction. Small monthly gifts grow to a large annual contribution. Set a clear deadline for turning in the pledge form.

STEP 8. SAY THANK YOU

Say thank you to donors and your campaign team.

CEDAR VALLEY UNITED WAY LEADERSHIP GIVING

LEADERSHIP GIVING

The members of the Cedar Society for Leadership Giving are dedicated individuals who invest graciously to our community. Leadership Givers are recognized as community leaders who set the example for friends, peers, and other associates to follow. Contribution levels are broken out and can be either an individual donation or a combined household gift.

LEADERSHIP GIVING LEVELS

Tocqueville Society \$10,000 and above	Bronze Bough \$1,000 to \$1,999	Emerging Leader \$500 and above and 40 years of age or younger
Golden Bough \$5,000 to \$9,999	Women United \$1,000 and above if 41 years of age and older, otherwise \$500 if 40 years of age and younger	
Silver Bough \$2,000 to \$4,999		

TOCQUEVILLE SOCIETY

The Society is named for the French author Alexis de Tocqueville. The name was chosen because of Tocqueville's admiration for the spirit of voluntary association and voluntary effort for the common good, a spirit he had observed in America and about which he wrote enthusiastically. The Tocqueville Society is for individuals/couples who annually invest \$10,000 or more to Cedar Valley United Way.

EMERGING LEADERS

The Emerging Leaders Society is designed to recognize individuals/couples age 40 and younger who contribute \$500 or more to Cedar Valley United Way. This Society offers networking opportunities and encourages new and emerging community leaders to begin demonstrating their leadership through their financial gifts. To learn how to donate, call Samantha Meier at 319.235.6211 extension 20.

LOYAL CONTRIBUTORS

Loyal Contributors are donors who have supported any United Way for 10 years or longer regardless of their giving level. Identification of these longtime supporters help them feel not only appreciated by United Way but by their employer!

WOMEN UNITED

Women United, formerly known as Women's Philanthropy Connection, focuses on empowering women to create real and lasting improvement in people's lives. Membership is open to women who are at an annual giving level of at least \$1,000 to Cedar Valley United Way or \$500 for those age 40 and younger. Giving can be done on an individual basis or through combined household giving. Members can choose to participate solely through their giving or through their giving and volunteering on WPC projects. Started as an endeavor of Cedar Valley United Way in 2008, this group strives to increase contributions to Cedar Valley United Way.

UNITED WAY IN YOUR OWN BACKYARD

Cedar Valley United Way works to provide measurable improvements in the lives of people throughout all areas of the Cedar Valley. For Example:

EDUCATION:

Helping children and youth achieve their potential

- Creating productive and engaged young adults
- Partnering with schools and parents to improve academic achievement in children

INCOME:

Helping families become financially stable and independent

- Increasing income by helping hardworking people obtain job training and family-sustaining wages
- Encouraging savings as a financial safety net

HEALTH:

Improving people's health

- Empowering individuals by reducing substance abuse, child abuse and domestic violence
- Increasing health education and preventative care
- Improving maternal health and infant well-being

NEED HELP? CALL 2-1-1 TO GET CONNECTED AND GET ANSWERS

Who do you call when you need food for your family? Where can you turn when your electricity is shut off and you can't pay the bills? What do you do now that you're unemployed? What affordable housing options are available for your family? Now more than ever, people are finding themselves in need of help because of the recent economic crisis and natural disasters.

United Way 211 is a free and confidential, information and referral service, ready to help 24 hours a day, seven days a week. 211 offers connections to resources that help individuals and families get on their feet to maintain independence and self sufficiency. When you dial 2-1-1, a trained professional will listen to your situation, access a comprehensive database of health and human services and then give you information about the most appropriate resources available. This is how we LIVE UNITED, by linking people to the help they need – one call at a time. To find help dial 211!



CEDAR VALLEY UNITED WAY TOP 10

10 THINGS THAT MATTER TO YOU ABOUT CEDAR VALLEY UNITED WAY

1. Donations raised here, stay here – hard at work in your community
2. Cedar Valley United Way serves communities within a 50-mile radius of the Waterloo/Cedar Falls area
3. Cedar Valley United Way is autonomous from all other United Way's. We are governed by a Board of Directors made up of local volunteers and have staff members who live in our community
4. Cedar Valley United Way partners with over 90 programs throughout our service area to make a difference in the community
5. Our four impact areas are: Education: helping children and youth achieve their potential, Financial Stability: Promoting financial stability and independence, Health: Improving people's health, Emergency and Basic Needs: Helping individuals and families get back on their feet after a crisis
6. Cedar Valley United Way treats your donation as an investment, putting it hard at work in your community and producing measureable outcomes to show the results your donation is producing
7. Each year Cedar Valley United Way researches the areas of greatest need in our community so that we can be sure your investment is going where it matters most
8. The website address for Cedar Valley United Way is www.cedarvalleyunitedway.org
9. The mission of the Cedar Valley United Way is "Leveraging resources to help people, change lives, and make your community investment count throughout the Cedar Valley."
10. Your Cedar Valley United Way has been making our community a better place since 1923

10 REASONS TO LIVE UNITED!

1. A safe, strong and supportive community is our responsibility and a good place to call home
2. It has less calories than cookies and popcorn
3. It's a tax deductible gift – you'll thank us on April 15
4. Be part of the solution, results matter
5. Make your parents proud
6. You never know – YOU may need these services someday
7. Karma
8. It's the right thing to do, kids will look up to you and it will make you walk taller
9. You'll be in good company...George Clooney gives
10. Because someone once helped you out, and helping others is the best gift you can give

FREQUENTLY ASKED QUESTIONS

Q: When did Cedar Valley United Way get started?

A: United Way has been making a difference in our community for over 98 years. Formerly known as the Waterloo Community Fund (1923-1954), Waterloo Community Fund/ War Chest (1942-1945), Waterloo Community Fund (1945-1954), Waterloo Community Chest (1954-1963), United Community Services of Black Hawks County (1963-1972), and United Way of Black Hawk County (1972-1983), Cedar Valley United Way has raised and distributed more than \$122 million to help people through local health and human service programs since its inception.

Q: How can I be sure my gift is spent wisely and goes to people who need help the most?

A: Every year trained local volunteers called Community Impact Teams study community needs, review budgets and take a close look at programs and services requesting funding. These programs are scrutinized for effectiveness, efficiency and whether or not they meet the identified needs in our community in order to make sure that donated dollars are used wisely. Cedar Valley United Way adheres strictly to stringent standards of accounting and financial reporting set for health and human service organizations. If you wish to join a Community Impact Team, email Debbie at debbie.roth@cvuw.org.

Q: Is my contribution tax deductible?

A: If you itemize your deductions, your contribution is tax deductible. Investors making contributions may use the back copy of their pledge form as a receipt. There are some limitations and we suggest that specific questions be addressed to your financial advisor.

Q: If I contribute to Cedar Valley United Way, where does my money go?

A: Your contribution stays right here in the Cedar Valley to create solutions that impact lives in our local community through the partnerships Cedar Valley United Way has with local health and human service agencies and the programs they provide.

Q: Why should I give to United Way rather than a single agency?

A: One gift through Cedar Valley United Way helps more people in more ways than any single agency. Many people need the help of more than one agency or program, so Cedar Valley United Way ensures that a full range of services are available by partnering with programs to support education, income, and health.

Q: Does Cedar Valley United Way fund abortions?

A: Cedar Valley United Way funds are NOT, and have never been, directed to agencies or programs that provide abortions. Community volunteers decide how community funds are allocated.

Q: Is Cedar Valley United Way affiliated with any particular church or religion?

A: Cedar Valley United Way is NOT sponsored by any church and has no religious affiliation. Sometimes the best program to address a priority issue in our community may be affiliated with a church or particular denomination. Your dollars go to support the program, not the church. All programs and services funded by Cedar Valley United Way are available to all members of our community regardless of their religious beliefs.

Q: Is Cedar Valley United Way a national or local organization?

A: Cedar Valley United Way is a separate and autonomous organization from United Way Worldwide. Like the more than 1,400 United Ways across the country, our United Way is directed by a local Board of Directors so that the most critical issues in our community can be addressed. Each year our United Way Board reviews its annual investment in United Way Worldwide, which results in important cost savings such as staff training, community research information, campaign products, and ongoing consultation.

Q: What is the relationship between Cedar Valley United Way and United Way Worldwide?

A: Cedar Valley United Way is an independent organization, governed by a local board of volunteers. Cedar Valley United Way raises funds to support more than 90 programs and services in the Cedar Valley. Cedar Valley United Way pays membership dues of 1% of our annual campaign to receive services from United Way Worldwide such as national advertising, marketing/communication tools, and training.

Q: Who do I contact to find out about local volunteer opportunities?

A: Cedar Valley United Way works closely with Volunteer Center of the Cedar Valley to promote and support effective volunteerism. Volunteer Center of the Cedar Valley serves as the resource and coordination center for volunteers and a catalyst in building coalitions and community partnerships. Each year they place thousands of volunteers in local community service projects with more than 50 non-profit agencies. If you represent an agency or would like to volunteer as an individual or group please visit www.vccv.org for a list of current volunteer opportunities or call 319-272-2087 for more information.

Q: What is Cedar Valley United Way's overhead?

A: In an effort to invest more of your money back into the community, we are committed to keeping our overhead costs to a minimum annually. The majority of the money raised during campaign is granted to programs and services in the Cedar Valley. Only about 15% of the dollars that are received are used for administration and management of Cedar Valley United Way (salaries, office, rent, supplies, etc.). 1% goes toward United Way Worldwide, which provides us access to educational opportunities and resource development materials. 84% of every dollar goes back to the community to lay the building blocks of a better life for all.

Q: Does Cedar Valley United Way allow donor designations to its community partners?

A: Cedar Valley United Way has always made designations possible. We do not promote or encourage designations, because to do so bypasses our community investment process. Designations sometimes result in funding based on an agency's popularity or public recognition, rather than the agency's or the community's actual need. Experience has shown that trained and informed volunteers make the most equitable, responsible funding decisions based on a broad, balanced view of our community's needs.

Q: If I know someone who needs help, do I have them contact Cedar Valley United Way?

A: No, Cedar Valley United Way does not directly assist individuals or families during a time of need or crisis. We work with our partners in the community and try to find the correct resources for the person in need. Please direct them to call 2-1-1 for assistance. United Way 2-1-1 is a free and confidential, information and referral service, ready to help 24 hours a day, seven days a week for residents of 24 counties in Eastern Iowa. When you dial 2-1-1, a trained professional will listen to your situation, access a comprehensive database of health and human services and then give you information about the most appropriate resources available.

Q: When is the Cedar Valley United Way campaign?

A: Cedar Valley United Way's annual campaign is actually a year-round effort to produce maximum voluntary contributions that will support, through a rational system of allocations, demonstrated community services within the economic means of the community. The most intense period of the campaign takes place during several months in the fall. This is the time when the majority of employee campaigns are conducted at workplaces.

Q: What does an employee campaign committee do?

A: An employee campaign committee within a workplace should include a team of specialists to handle communications, promotional publicity, campaign recruitment, training, as well as maintaining the financial aspects of the campaign.

Q: What should I do if I see pressure being applied to make employees give to Cedar Valley United Way?

A: Contributing to Cedar Valley United Way is a choice only the donor should make. As a United Way volunteer please take necessary steps to correct the use of inappropriate tactics and immediately discuss what you have seen with your United Way Representative.

Q: How are programs and services selected to receive support from Cedar Valley United Way?

A: Cedar Valley United Way funds programs and services that address our community's most pressing needs while assuring that basic services necessary for a positive quality of life are maintained for all of our citizens.

Q: I work in the Cedar Valley, but live in another community. Where do I give?

A: Cedar Valley United Way suggests that you give where you work because payroll deductions are a convenient way to contribute. You can, however, still have donations designated to the United Way or other non-profit agencies in your area of residence, which, in turn, will distribute money to their programs and services. The designation portion of the pledge form must be completed to arrange this transaction.

Q: Why should I give when I do not use the services of any of the Cedar Valley United Way partner agencies?

A: Cedar Valley United Way supports numerous programs and services that are important to all of us living and working in the Cedar Valley. Someone you know – family, friend, neighbor – is probably receiving services from a United Way program. Most of us will have occasion to call upon an agency at some point in our lives. These services improve our overall quality of life and improve the community as a whole. Advancing the common good means creating opportunities for a better life for all.

Q: Why do agencies that receive Cedar Valley United Way dollars still hold fundraisers?

A: Cedar Valley United Way contributions are raised for programs and services that are determined as high priorities in this community. Agencies need to hold fundraisers to support other aspects of their organization such as capital expenditures, special projects, or unexpected expenses.

Q: What is United Way's role in disaster relief?

A: During disasters, Cedar Valley United Way holds special disaster relief drives. The donors to these funds specifically ask that these funds be used for specific recovery efforts. Cedar Valley United Way acted as the fiscal agent in distributing relief funds into the community and partners with over local agencies and 2-1-1 to directly help victims.