

# WHY SHOULD YOU SUPPORT UNITED WAY OF SOUTHEAST MISSISSIPPI?

*Here are just a few reasons...*



## **Why?**

So these young people will be able to participate in the College Bound program of **Aldersgate Mission**, which is funded by United Way. In this program, youth learn about college and are motivated to finish high school.

## **Why?**

So that senior citizens and homebound elderly can be provided Meals on Wheels through **Christian Services**.



## **Why?**

So children like Brodie can learn through speech therapy, physical therapy and more at the **Children's Center for Communication and Development**.



## **Why?**

So that when disasters affect our area, agencies like **The Salvation Army** and **American Red Cross** can step into action.



## WHY UNITED WAY?

**LOCAL:** 21 health and human service agencies serving Forrest, Lamar and Perry counties benefit from United Way of Southeast Mississippi's fund-raising efforts. Only 1% of money raised in the campaign goes to United Way of America.

**SUCCESSFUL:** Raised over \$1.6 million in 2008-2009 campaign and over \$7 million in the last five years!

**STRATEGIC:** Local volunteers make sure your money is well spent to meet specific needs in our community.

**IMPORTANT:** United Way community partner agencies are addressing pressing needs in our community such as quality housing, at-risk youth, drug prevention and disaster relief services. United Way of Southeast Mississippi's four emphasis areas are youth, financial stability, health and safety net services.

**EFFICIENT:** More than 80% of collected funds goes to community programs and services, while less than 20% is for administration expenses, such as campaign materials.

**ACCOUNTABLE:** United Way of Southeast Mississippi is audited annually by an independent auditing firm.

**TRUSTWORTHY:** Formed in 1940, United Way of Southeast Mississippi has formed a reputation as an organization you can trust.

**VOLUNTARY:** United Way encourages voluntary giving only. One hundred percent employee participation is not asked or expected. As a guideline, we encourage fair share giving (one hour's pay per month) by those who choose to participate.

**EASY:** When payroll deduction is available, it makes giving convenient and easier for employees to budget.

**WORTHWHILE:** Your participation will provide help, hope, opportunity and positive change in the lives of thousands in need within our community. Plus, you never know if someday you too might need the services of a United Way agency.

## HOW WILL THIS HELP MY ORGANIZATION?

Stakeholders, including employees, customers and shareholders with favorable impressions of a company's philanthropy program more often:

- ❖ Recommend the company and its products and services.
- ❖ Believe the company's reputation is excellent.
- ❖ Say they are committed and would recommend it as a good place to work and do business.
- ❖ Are truly loyal.\*

*And did you know?*

When faced between choosing between two jobs with equal responsibilities, pay and benefits, 72% of people would choose a company that supports a charitable cause.\*

*Plus...*

Employees can be the best ambassadors. If they are inspired, they will spread the word about the great work their company is doing.\*

\* Walker Information report for Council for Foundations, May 2002; Harris Interactive survey conducted by Deloitte & Touche USA; Philanthropy Journal 9/19/2005 - "Businesses Tie Giving to Bottom Line"