



**United Way**  
Newfoundland  
and Labrador

## **United Way and Your Business**

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The Annual United Way Workplace Campaign raises funds throughout Newfoundland and Labrador to invest in charities province-wide, seeking support for projects they're unable to fund independently. In short, we are a charity's charity.

### **Running a United Way Campaign**

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There are many ways to run a workplace campaign; this is dependent on what works best for your company. **At its core, a workplace campaign revolves around employee giving;** however, there are opportunities for corporate giving, having fun with special events in support of United Way, and teambuilding activities through volunteer projects.

#### **Individual/Employee Donations**

Individual employees are given the opportunity to positively impact their community through donation. Employees can donate with ease through payroll deduction, credit card, cash or cheque.

#### **Corporate Donations/ Matching**

The company has an opportunity to contribute to the workplace campaign by making a corporate donation. Companies can also consider matching those donations made by employees as incentive to increase participation amongst staff.

#### **Special Events**

Special Events are a great way to keep employees engaged with your campaign. Employees plan/execute a fun activity that fits with your workplace. Examples include: bake sales, 50/50 draws, sumo wrestling, lip sync competitions, jeans day, coloring contests, etc.

### **Ways to Enhance your Campaign**

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#### **Day of Caring**

This is a great team-building exercise that brings co-workers together to complete various tasks for a United Way funded charity or non-profit organization. Project examples include; gardening, cleanup, painting, construction, etc. Contact our office for scheduled dates.

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## Getting Started

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When you decide to host your first workplace campaign, we provide everything you need to get started, including: **pledge forms** for employee giving, **marketing materials** to support and promote the campaign within your workplace and **support** from our Campaign Coordinator, who will help you customize a campaign that's right for your company.

Planning your Campaign:

### **When will it run?**

This varies from company to company and is 100% at the discretion of each individual workplace. Our primary fundraising timeframe is September to December of any given year. Campaigns typically run an average of 2 weeks.

### **Who will be the main contact for your Campaign?**

Select someone at your workplace to coordinate your Campaign. Their role will include distributing the pledge forms and marketing materials at the beginning of the Campaign, coordinating any special event(s) that will take place, collecting event proceeds, donations and pledge forms from employees at the end of Campaign, and reporting back to United Way with the Campaign's success.

### **Will you host a Campaign Kick Off?**

Workplaces hosting their first Campaign are encouraged to host a small event to introduce their employees to United Way. A United Way representative can provide an overview of whom and what United Way is, and also bring along someone who has been directly impacted by a United Way funded program, to demonstrate the power of their individual donation.

### **Will you host Special Events?**

Many workplaces host special events with their Campaign. Most find it an opportunity to have fun at work for a good cause.

### **Will your workplace be making a corporate donation?**

In addition to employee giving, many workplaces also provide a corporate donation. Some choose to provide a lump sum donation; however, a popular option is corporate matching, as it provides employees with an added incentive to give.

### **Where can you find us?**

Email: [info@nl.unitedway.ca](mailto:info@nl.unitedway.ca)

Phone: (709) 753-8288

Online: [unitedwaynl.ca](http://unitedwaynl.ca)

Social Media: @UnitedWayNL

