

WHAT IS THE UWNL COMMUNITY FUND?

The Community Fund is our biggest campaign focus each year, and is how we give back to and invest in the communities across our province. The Community Fund invests into different programs and groups that help to support one of our three pillars of community involvement.

OUR FUNDING PILLARS

All That Kids Can Be

Providing youth with access to early literacy and development programs, recreational activities, mentors and other opportunities to discover and develop their talents and interests as they progress through school and into adulthood.

From Poverty to Possibility

Moving people out of poverty by meeting basic human needs (food, shelter, employment supports).

Healthy People, Strong Communities

Improving access and availability of social and health-related support services needed to revitalize and strengthen neighborhoods and overall community engagement.



WE COULD NOT DO OUR WORK WITHOUT YOUR SUPPORT. THANK YOU FOR HELPING US INVEST IN OUR COMMUNITIES WHERE NEEDS ARE GREATEST! YOU ARE CREATING LASTING POSITIVE CHANGE THROUGHOUT NL!

WHO WE ARE

We are a LOCAL organization that provides funding and support to charities and programs throughout Newfoundland and Labrador, through our Community Fund grants. To date, we have invested over \$8.3 Million dollars to charities through our community fund right here at home since 2005, and over \$2.4 Million to other registered charities through our donor choice service!

WHAT WE DO

We partner with workplaces and organizations that help us raise funds to be distributed back into the communities that we all work and live in. We provide financial support to initiatives that make our communities stronger and more accessible for everyone – shelters, employment programs, food banks, playgrounds, community centers, camp experiences for sick children, housing initiatives and so much more. We give where the need is greatest in our community.

HOW WE DO IT

We help workplaces run fundraising campaigns through payroll deductions, one time donations and special events. We help employees discover that when they're supporting their United Way, they're helping not just one organization, but many organizations with just one easy donation.

TOGETHER, WE ARE POSSIBILITY
Connect with Amy today!

709-753-8289
amy.palmer@nl.unitedway.ca
www.unitedwaynl.ca



**When you need community support
make the connection.
Dial 2-1-1 or visit www.nl.211.ca**



United Way
Newfoundland
and Labrador

Hope. Help. Here.

WORKPLACE CAMPAIGNS



100% LOCAL
Everything Raised Here, Stays Here

HOPE

OUR PARTNERS

Businesses

We partner with, and count upon the generosity of businesses and organizations in Newfoundland & Labrador that currently participate in our annual workplace campaigns. Our workplace partners rally together each fall to engage their employees to give back and support our communities. Funds are raised through payroll deductions and special events in the workplace. Workplaces are also involved in other ways including event sponsorship, volunteer activities and building capacity within the communities we serve.

GCWCC

The Government of Canada Workplace Charitable Campaign (GCWCC) engages federal public service employees and retirees in a combined effort to raise funds and donate time for those in need. It is the largest and most generous workplace campaign. Through the GCWCC, federal employees and retirees as well as current and former members of the Canadian Armed Forces and the RCMP can support United Way, HealthPartners or any of the other registered Canadian charities of their choosing.

Leadership Donors

A leadership donor is an individual who donates \$1200 or more annually to the UWNL campaign. Apart from the dollar value, a leader is someone who connects, takes action and inspires others. Leadership donors at UWNL see those in need and extend their hand and their heart with generous gifts.

Sponsorships

UWNL coordinates several key community events annually. Sponsorship often covers costs of these events in their entirety, allowing us to invest more funds directly into the community. UWNL will promote your sponsorship through recognition on marketing materials, social media, and recognition in UWNL documents.

HELP

GETTING INVOLVED

Companies and their employees want to do good and to support their local organizations, but often do not know where to start, or even sometimes can be overwhelmed by who to choose. Choosing to support UWNL means that you're supporting multiple community groups and organizations in the province.

We can help you create a Corporate Social Responsibility Strategy that includes charitable giving and employee engagement that's easy, efficient, and importantly, fun!

UWNL can help you tailor a campaign to fit your company's and employees' goals and interests. We can support your campaign by:

- Providing staff and volunteers who help through every phase of your campaign: from creating goals to recognizing donors
- Sharing past strategies and experience
- Giving you campaign resources including posters, brochures, and training sessions
- Booking UWNL funded agencies to speak about community issues, UWNL's work and the power of every donation
- Creating strategic giving programs that provide maximum benefits for your company and our community

MORE IDEAS

Special Events

Put the FUN in fundraising!
Host a special event to raise money for the Community Fund - we have lots of ideas to share!

Volunteering

You supply the team, we arrange the rest! Spend some time with organizations who work hard every day to help those most in need!

Workshops

Enhance employee engagement, attend valuable learning sessions and contribute to your community, all at once!

HERE

WAYS TO GIVE

When choosing to participate in a workplace campaign, we want to ensure a great experience while you support your community!

Payroll Contribution

Your employer will direct your pledge amount from your payroll and issues payment to UWNL

Charitable giving recorded on employee's T4

Credit Card

Sign up for regular contributions from your credit card

Potential to earn rewards points

Cash / Cheque

Direct to your UWNL workplace representative or send to our office

Spare change to create change

RUNNING A CAMPAIGN

DEVELOP your strategies

Learn about UWNL ~ Identify goals ~ Incorporate activities into campaign timeline

PROMOTE your campaign

Utilize UWNL materials ~ Host a kick-off ~ Encourage participation and pledge sign-up

PLAN your approach

Canvas your team for support ~ Host a special event ~ Bring an Impact Speaker to highlight benefits of the Community Fund

MONITOR your progress

Collect pledge forms ~ Remind team of campaign and deadlines ~ Ask UWNL for support ~ Report results to UWNL

THANK your donors and volunteers

Celebrate teamwork and success ~ Highlight how contributions are helping NL ~ Thank everyone

EVALUATE your campaign

Ask for feedback ~ Reflect on "Did well! Do Better?" ~ Submit any required documents to UWNL

