

# 2025 WORKPLACE CAMPAIGN TOOLKIT

*United Way of Chautauqua County*



# UNITED WE DO MORE

Thank you for coordinating  
your company's UNITED WAY  
CAMPAIGN Your role is so  
important! Instructions,  
Resources and Materials are  
inside. Questions? Email  
[ndean@unitedwaychq.org](mailto:ndean@unitedwaychq.org)

# WORKPLACE CAMPAIGN SUCCESS TOOLKIT



## EVERYTHING YOU NEED TO RUN A SUCCESSFUL UWCHQ WORKPLACE CAMPAIGN

**This toolkit was designed with YOU in mind.**

The enclosed resources will help you engage your workplace in meaningful ways. We've included tips, ideas and digital assets to set you up for success so that you can champion United Way and our 38 partner agencies at your workplace.

### 1) RECRUIT A TEAM TO HELP:

Even in small workplaces, having a team brings diverse ideas and keeps the workload light.

### 2) SET A GOAL:

Set goals for number of donors, amount raised and attendance at events. This packet includes your workplace's previous year's History of Giving, a great guide for goal-setting.

### 3) REACH OUT TO US

We are happy to come in person to talk to your staff about the impact their donation has locally in our community. It really makes a big difference and we can do a 10 minute presentation during a normally scheduled staff or department meeting. To schedule a presentation, contact Katie Castro, UWCC Director of Advancement, at [KCastro@unitedwaychq.org](mailto:KCastro@unitedwaychq.org).

### 4) SHARE OUR VIDEO

View our impactful 2025 Campaign video via the QR code at right. We find sharing this video with your staff is a quick and easy way to convey to them the impact of United Way in their community and how the convenience of a payroll pledge or one-time donation truly benefits children, families and seniors all throughout Chautauqua County.



### 5) MAKE IT FUN:

Hold a small drawing or giveaway for everyone who attends, pledges, or increases their giving as part of your workplace campaign. Additional incentive ideas are on the backside of this flier.

**CHECK OUT THE  
THE NEXT PAGE  
FOR MORE IDEAS  
ON WHAT WORKS  
WELL WITH OTHER  
COMPANIES!**



**LAST YEAR ALONE:** United Way programs impacted the lives of local individuals **52,213** times.

# EVENT & INCENTIVE IDEAS

Consider offering incentives for employees who donate to grow your campaign and further engage your employees.

- **JEANS DAY:** Allow employees to wear jeans during the campaign as an incentive for pledging.
- **RAFFLES FOR GIFT BASKETS OR GIFT CARDS.** Any employee who gives at any level gets one ticket; an increase in giving over the previous year might mean 2 tickets to enter to win!
- **RESERVED PARKING SPOT:** Raffle off a parking spot among those who have given during the campaign.
- **LUNCH WITH THE BOSS:** Offer a special lunch with the CEO or senior management team as an incentive for giving.
- **LEAVE EARLY PASS OR AN EXTRA DAY OF PTO:** Allow employees who contribute to leave an early on a day of their choosing or enter a raffle to win an extra day of PTO.



## SETTING A DEADLINE

Set a deadline for all pledge cards to be returned and make sure everyone knows who in your company will be collecting the cards.

- Ask employees to return the card even if they choose not to donate this year – it will help you know if you've missed anyone, rather than assuming someone didn't want to give. Consider following up with those who gave in the prior year but did not give this year – maybe they will share their reason and you can share that feedback with United Way.

- Make note of anyone who retired in the last 12 months and share their name with United Way. If they were a loyal donor, their information may be on file and can be solicited by mail.

## WRAP-UP & YEAR-ROUND ENGAGEMENT

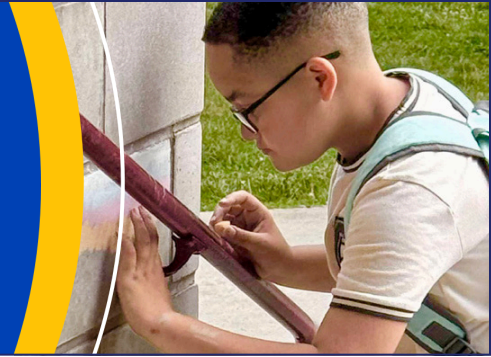
Plan to thank your team, celebrate and share your success with your employees, including how much they raised **collectively**. You will also need to return your campaign report form and pledge cards to United Way of Chautauqua County.

Included in your packet is a sheet which will give you ideas on how United Way can engage your employees throughout the year. We've had great feedback about these learning and volunteer experiences from many local businesses.





# YOUR DONATIONS SUPPORT 46 PROGRAMS AT 38 AGENCIES



United Way of Chautauqua County invests more than \$1.4 million annually in programs at the agencies listed below as well as in programs which can be found on the back of this flier. >>>>>>



**LAST YEAR ALONE:** United Way programs impacted the lives of local individuals **52,213** times.



# COMMUNITY IMPACT & UWCHQ PROGRAMMING



The mission of United Way of Chautauqua County is to mobilize the community to help every person and family improve their lives.

## COMMUNITY IMPACT: \$1,483,916 INVESTED LAST YEAR

The United Way of Chautauqua County is committed to investing in programs created and administered by agencies which fall into our one of our four strategic impact areas: Youth Opportunity, Health Equity, Community Resiliency and Self Sufficiency.



### \$589,000 INVESTED • Helping young people realize their full potential from birth to graduation

A Children's Place • Allegheny Highlands Council Boy Scouts • Arise Chautauqua • Boys and Girls Club of Northern Chautauqua County • CASA of Chautauqua • Campus and Community Children's Center • CBA Vision Rehabilitation • Chautauqua Lake Child Care • Chautauqua Striders • Cornell Cooperative Extension •

Girl Scouts of Western New York • Jamestown Community Learning Council • Jamestown Public Schools • Junior Achievement of Western New York • Prevention Works • The Salvation Army • The Relief Zone • Winifred Crawford Dibert Boys and Girls Club • YMCA of Jamestown • YWCA of Jamestown



### \$253,500 INVESTED • Improving health and well-being, especially in vulnerable populations

Chautauqua Adult Day Services • CBA Vision Rehabilitation • Child Advocacy Program • Community Connections at Findley Lake • Family Service of the Chautauqua Region • Meals on Wheels of Dunkirk and Fredonia • Meals on Wheels of Jamestown • Mental Health Association • Prevention Works



### \$290,500 INVESTED • Addressing immediate needs today to strengthen the community and prepare for tomorrow

Chautauqua Adult Day Services • CBA Vision Rehabilitation • Child Advocacy Program • Community Connections at Findley Lake • Family Service of the Chautauqua Region • Meals on Wheels of Dunkirk and Fredonia • Meals on Wheels of Jamestown • Mental Health Association • Prevention Works



### \$30,000 INVESTED • Creating a ready workforce and a stronger financial future for every generation

Literacy Volunteers of Chautauqua County • The Resource Center

## UNITED WAY PROGRAMS



Get Connected. Get Help.™



**FEMA**  
Emergency Food and Shelter Program

**DAY OF CARING**



**JAMESTOWN**  
YOUNG PROFESSIONALS



**VITA**  
Volunteer Income Tax Assistance

# BUSINESS MEETS COMMUNITY



## HOW UNITED WAY CAN SERVE YOUR BUSINESS INTERESTS:

The very best connections happen at the intersection of business meets community, and it's been our privilege for the past 100 years to be brokering connections and impact that change lives. This is why your business partnership is so essential and why we want to serve you with engagement and team-building tools for your employees:

**because we know that the intersection of business and community changes lives.**

Did you know UWCHQ offers three different engagement experiences for employees which places them at the intersection of our community in meaningful ways: **The A.L.I.C.E Experience**, **Impact Tours**, and **Day of Caring** (more info on the backside of this page).

“After my first Impact Tour with the Wegmans leadership team, I never again questioned why we, as a company, partner with them to the extent we do.”

—Danielle Stone, Wegmans Assistant Store Team Leader



Use the QR code to get the full narrative of how life-changing Danielle's experience with United Way was.

**Stat: 75% percent of the global workforce will be made up of Millennials by 2025**

**Millennials and Gen Z value community engagement and have a high preference for direct service and volunteer opportunities.**

“Volunteer work is found to be positively and highly significantly associated with Millennial employee job satisfaction. It has the potential to enhance or provide meaningfulness and build additional psychological, personal, and social resources... The modest but provocative findings of this paper suggest that volunteer work experience is one experience that has the potential to significantly affect Millennials' reactions to their job and their work environment.”

—Wendy A. Campione, Northern Arizona University  
From the study: “Volunteer Work Experience: Can It Help Millennials to Find Meaning and Interest in their Work and to Negotiate their Role Within the Workplace”





# THE ALICE EXPERIENCE

Leverage our powerful two-hour workshop to challenge your team's understanding of financial hardship which your employees, clients and customers experience everyday. This interactive experience will equip your staff to understand more fully and empathize with the invisible needs of the 48% of households in Chautauqua County who are "Asset Limited, Income Constrained, and Employed."



## IMPACT TOUR

Take groups of your employees or leadership team on a United Way "impact tour." In 2-3 hours, we'll give a tour of our agencies and their impact, and allow your employees to witness firsthand why their giving matters in our community.

## DAY OF CARING: EMPLOYEE VOLUNTEERING

Allow your employees to give back through a half day of direct service. We'll provide all the coordination for your business to achieve impactful volunteerism at one of our partner agencies, and it will boost both their community spirit and their team morale.



**UNITED WAY**  
Chautauqua  
County

For more information on our Business Meets Community partnership opportunities or to book an employee engagement experience, contact [kcastro@uwayscc.org](mailto:kcastro@uwayscc.org)



# **FREQUENTLY ASKED QUESTIONS**



## **Q. Where Does My Gift Go?**

All money raised in Chautauqua County stays in our county, funding agencies to work together in the areas of Youth Opportunity, Health Equity, Community Resiliency and Self Sufficiency.

## **Q. How much of our gifts stay in Chautauqua County?**

100% of your gift stays here in Chautauqua County

## **Q. What if I want to keep my pledge the same as last year?**

We encourage all donors who give via the workplace to update their pledge form every year. This ensures that, if you designate your gift, we can properly forward your donation to an agency of your choice and that any contact information we have on file is correct. Also, by updating your information we can properly thank you for your contribution!

## **Q. Are all United Ways the same?**

Every United Way is local, with its own independent Board of Directors. The problems we are working to solve are specific to Chautauqua County, and the money we raise here, stays here. We are connected to United Way Worldwide and pay a small membership fee so that we can use the branding and stay connected to the United Ways all over the world that are working on community change. However, we use the distribution from our endowment to pay these membership fees so that all donor dollars stay locally in our community.

## **Q. When Does Payroll Deduction Start?**

Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is your company's decision for when your pledge begins to come out of your paycheck.

## **Q. Are Donations to United Way tax deductible?**

Yes. United Way of Chautauqua County sends tax receipts to all donors who made a payment of at least \$250 in the prior calendar year, through any method other than payroll deduction and securities. For donors who paid less than \$250 through any method other than payroll deduction in the prior calendar year, a receipt will be issued upon the request of the donor.

## **Q. Can employees designate their donation?**

As a service to donors, we make it possible to specify a health and human service agency in Chautauqua County when you make your donation.

## **Q. How much is used for overhead costs?**

United Way of Chautauqua County, like every not-for-profit and for-profit organization, has functional expenses associated with its operations. For our fiscal year ending June 30, 2024 these expenses amounted to 17% of our revenues. Each year this varies, depending on our revenue and expenses, but for the last 10 years, it has been an average of 15%.

## **Q. How is United Way Accountable?**

The United Way of Chautauqua County's operating budget is audited each year by an independent accounting firm and is carefully scrutinized every month by the Finance Committee of the Board of Directors. For seven consecutive years we have earned the coveted 4-star rating from Charity Navigator for demonstrating strong financial health and a commitment to accountability and transparency.



### **Our Mission:**

**We mobilize the community to help every person and family improve their lives.**



**UNITED WAY**  
Chautauqua  
County

208 Pine Street, Jamestown, NY 14701

www.unitedwaychq.org

Phone: 716-483-1561

E-mail: lsunday@unitedwaychq.org

## 2025 CAMPAIGN REPORT FORM

Please Return Form By: November 21, 2025

Company Name:		# of Employees:
Address:		
City, State, Zip:		
CEO:	Phone:	Email:
Business/Payroll Contact:	Phone:	Email:

### RETURN TO UNITED WAY BY MAIL, EMAIL OR REQUEST PICK-UP:

1. ALL EMPLOYEE PLEDGE FORMS
2. CASH AND/OR CHECK DONATIONS
3. THIS FORM COMPLETED AND SIGNED

<b>CORPORATE GIFT</b>	Please enclose the signed Corporate Pledge Card <input type="radio"/> Bill Monthly <input type="radio"/> Bill Quarterly <input type="radio"/> Bill Once on : _____ (date)		\$ _____
<b>EMPLOYEE GIFTS</b>	<b>Instructions</b>	<b>Number of Givers</b>	<b>Total 2025 Pledge/Donation Amount</b>
1) Cash	Include original employee pledge forms, copies of pledge forms, or a spreadsheet summarizing employee pledges.		\$
2) Checks			\$
3) Payroll Deduction	<input type="radio"/> Invoice Monthly <input type="radio"/> Invoice Quarterly <input type="radio"/> No invoice required		\$
4) Other	This may include electronic pledges received or individual "Bill Me" pledges. It may include other kinds of fundraising like games/jeans days, 50/50 etc.		\$
Additional Notes			

<b>TOTAL EMPLOYEE GIFTS</b>	<b>Please total rows above.</b> All pledge cards must be signed by donors.	\$ (Employee Gifts)* <i>Including other fundraising</i>	\$ (Corporate Gift)
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Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# DISPLAY THIS FLIER WHERE IT CAN BE SEEN

Hang this flier prominently in break rooms, bathrooms and other spaces where people gather in order to ensure that the information about 211 is reaching those who need it.



**UNITED WAY**  
Chautauqua  
County





Need help? Get Answers.

# CALL 2-1-1

**CONFIDENTIAL • FREE • ACCESSIBLE 24/7**

**2-1-1 CONNECTS YOU TO LOCAL AGENCIES THAT CAN ASSIST WITH**

Food • Housing & Utility Assistance • Clothing • Mental Health  
Disabilities • Pregnancy • Employment • COVID • Health Care  
Substance Use • Free Tax Prep

**FIND THE HELP YOU MAY NOT EVEN HAVE KNOWN EXISTED.**

**Call 211 or 888-696-9211**

**visit [www.211wny.org](http://www.211wny.org)**

**24 hours a day, 7 days a week**

**Text your zip code to 898-211**

**Monday-Friday, 8:30am-3:30pm**



Western New York



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Chautauqua  
County



¿Necesitas ayuda? Obtén respuestas.

# LLAMA AL 2-1-1

**CONFIDENCIAL • GRATUITO • ACCESIBLE 24/7**

**2-1-1 TE CONECTA CON AGENCIAS LOCALES QUE PUEDEN AYUDARTE CON**

Comida • Asistencia para vivienda y servicios públicos • Ropa • Problemas de salud mental • Embarazo • Empleo • COVID • Atención médica por consumo problemático sustancias • Preparación de impuestos gratuita

**ENCUENTRA AYUDA CUANDO TU LO NECESITES.**

Llama al 211 o al 888-696-9211

visita [www.211wny.org](http://www.211wny.org)

24 horas al día, 7 días a la semana

Envía un mensaje de texto con tu código postal al 898-211 de lunes a viernes, de 8:30 a. m. a 3:30 p. m.



Western New York



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