

2023-2024

WORKPLACE CAMPAIGN



THANK YOU!

At Habersham County United Way (HABUW), a workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate, or volunteer. Together, you will impact the important issues facing our communities children, youth and families; all while creating a sense of comradery and purpose that strengthens your own workplace community.

Even when your campaign is over, we are here to be your year-round partner for volunteer opportunities, advocacy issues, education, and community involvement. Thank you for participating in our Annual Campaign. Your time commitment and donations will truly make a difference in the lives of so many in our community.

Sincerely,

A handwritten signature in blue ink that reads "C. Holcomb".

Candice Holcomb
President/CEO

ENGAGEMENT OPPORTUNITIES

Workplace Giving Campaign

Support Habersham County families by offering a United Way Workplace Campaign to your employees. Fifty-Four Percent of our neighbors struggle to make ends meet. You can be part of the solution by coming together to support health, education, and financial stability initiatives that will insure a better life for everyone in our community. Studies show that companies that engage in volunteer activities and Workplace Campaigns have higher retention rates.

Volunteer Programs

Improve employee morale, visibility and meet social responsibility goals while making positive change happen! Volunteer opportunities range from Week of Caring Community Projects to year-round individualized matching through our online volunteer portal.

Corporate Sponsorships

Leverage your marketing dollars by financially sponsoring Habersham United Way. Year-round and event-specific sponsorships are available and range from \$500-\$10,000. All sponsorships come with benefits that correspond to the level of you choose.

Leadership Giving Circle

Habersham County United Way Leadership Giving Circle is a group of passionate leaders in our community who exemplify commitment and caring through their dedication to giving to one of our leadership levels annually. These givers pledge to give a donation level of \$500 or more and in return these individuals, couples or families are invited to participate in exclusive networking events, volunteer opportunities as well as all HABUW events.

Thanksgiving Food Distribution

The Habersham County School System, Fieldale/Springer Mountain Farms, Quality Foods, The Torch Worship Center & Habersham EMC partner with HABUW each year to pack boxes of food that are given out to families in need in our community.



FREQUENTLY ASKED QUESTIONS

WHAT IS HABERSHAM COUNTY UNITED WAY?

Formed in 1978 by a group of local businessmen, Habersham County United Way is a local, nonprofit, 501C3 organization whose mission is to inspire our community to give, advocate and volunteer. We do this by identifying needs and mobilizing vetted resources to create positive local change within our 3 focus groups; Education, Financial Stability and Health.

WHY THE FOCUS ON EDUCATION, FINANCIAL STABILITY AND HEALTH?

Education, financial stability, and health are the building blocks of a good quality of life. By supporting partner agencies that work in these areas, HABUW is working towards creating the best possible life for everyone in Habersham County.

EDUCATION - HABUW believes that learning begins at birth and continues throughout life. Our aspiration is that all residents of Habersham County will have opportunities to learn ultimately helping them achieve their maximum potential. Education has many forms and is not limited to a classroom environment from kindergarten through high school. HABUW supports partner agencies who's programs support early learning, the well-being of school-aged children, and basic literacy and comprehension development skills.

FINANCIAL STABILITY - Habersham United Way believes that many families and individuals face obstacles to achieving financial stability and independence. Our aspiration is that all residents of Habersham County have opportunities to meet their basic needs and achieve self-sufficiency. Our partner agencies work to support local families as they actively pursue stability and independence by investing in resources that provide food, shelter, clothing, and also address barriers to self-sufficiency, and promoting financial stability.

HEALTH - Whether it is an individual or family without health insurance, a victim of abuse or someone struggling with mental illness or an addiction, HABUW believes in improving everyone's health and safety. Our aspiration is that all residents of Habersham are healthy and safe. We promote health and safety by investing in resources that will break the cycle of domestic violence, abuse, and neglect by improving access to primary medical, behavioral, dental care, as well as prevention and intervention in unsafe or unhealthy behaviors.

WHO DECIDES WHAT HABUW WILL BE INVOLVED IN?

HABUW is a volunteer-led organization in all of its functions; board of directors, structured communities, annual fundraising campaigns, and investment of resources in identified areas of priorities make up the foundation of HABUW and its involvement in the community. The responsibility entrusted to these individuals is great, and the decisions they make

are of significant importance to our community. It requires teamwork, communication, and a shared commitment to fulfilling HABUW's mission. A trained, professional staff has the support of the board and other volunteers in the day-to-day operations.

WHAT DOES "LIVE UNITED" MEAN?

"LIVE UNITED" is an invitation for all people to give, advocate, and volunteer as we work to create opportunities for a better life for all.

The challenges our community faces are greater than any one organization can address alone. It will take all of us contributing financial resources, lending our voice, and giving our time to create a good life for everyone. We all succeed when a child succeeds in school. We all are better when families are healthy and self-sufficient. We all win when we Live United.

WHY IS HABUW'S WORK IMPORTANT?

One single agency can not solve our community's problems alone, especially in these tough economic times. That is why HABUW is so important. By working together, United, we are providing individuals and families with support of food, utilities, shelter, counseling, child care, medical care and a long list of vital services that make a vast safety net for our community.

WHY SHOULD I GIVE TO HABUW?

We have one mission that drives everything we do and that is to improve lives in our community - **to help create the best life possible for all.** When people are educated, have self sufficient income to support themselves and their families, and are healthy, it strengthens the entire community. By funding agencies and their programs in these areas, we are making an investment that helps the community as a whole, not just the recipients of the services.

HABUW looks at more than simply the number of people receiving services. Investments are made in programs that demonstrate measurable success in achieving our goals in Education, Financial Stability, and Health.

I CAN'T AFFORD TO GIVE MUCH. WILL A SMALL AMOUNT DO ANY GOOD?

We know that giving is a personal decision that only you can make based on your income and other obligations. A gift of any amount is very much appreciated. We believe in the power of collective impact, a little can go a long way. Your gift added to those of thousands of other contributors, has the ability to make a great impact and change lives.

WHAT ARE THE ADVANTAGES OF PAYROLL DEDUCTIONS?

Having a set amount deducted from each paycheck enables most donors to contribute far more generously than they would be able to do if they gave their entire contribution all at once. Payroll deduction offers a convenient, effective way to stretch your charitable dollar and make a difference in our community.

DOES MY GIFT STAY LOCAL?

Did you know that .83 cents of every dollar donated to HABUW is used to help fund our partner agencies. The other .17 cent pays for our office expenses, staff payroll and United Way Worldwide dues. These dues provide us with access to many membership services, Global Leadership Companies (ie. UPS, Johnson & Johnson Company), and the use of the United Way logo and branding.

WHAT IS HABUW'S RELATIONSHIP WITH UNITED WAY WORLDWIDE?

HABUW is an independent, locally governed organization chartered in the state of Georgia. United Way Worldwide (UWW) is a trade association that was formed to assist member United Ways. It serves as a training and service center for United Ways across the country but is not a national headquarters and has no governance or financing authority over local United Ways.

I WANT TO GET INVOLVED! HOW CAN I HELP?

Become a part of the HABUW family. Live United. You can volunteer, become an advocate, and you can invest in our community by giving to Habersham County United Way. However you choose to give, you can inspire hope and create opportunities for a better tomorrow.



COMMUNITY INVESTMENT PRIORITIES

The mission of Habersham County United Way is to inspire our community to give, advocate and volunteer by identifying needs and mobilizing vetted resources to create positive local change within our 3 focus groups; Education, Financial Stability and Health.

EDUCATION -HABUW believes that learning begins at birth and continues throughout life. Our aspiration is that all residents of Habersham County will have the opportunities to learn which will help them achieve their potential.

Therefore, we will invest in:

1. early Learning
2. the well-being of school-age children and adolescents.
3. basic Literary and comprehension development skills.

FINANCIAL STABILITY -Habersham United Way believes that many families and individuals face obstacles to achieving financial stability and independence. Our aspiration is that all residents of Habersham County have opportunities to meet their basic needs and achieve self-sufficiency.

Therefore, we will invest in:

1. Resources providing food, shelter, and clothing
2. Addressing barriers to self-sufficiency
3. Promotion of financial security

HEALTH - Improving people's physical, mental and social well-being. We believe in improving everyone's health and safety. Our aspiration is that all residents of Habersham County are healthy and safe. Therefore, we will invest in:

1. Efforts to break the cycle of domestic violence, abuse and neglect
2. Improving access to primary medical, behavioral and dental health
3. Prevention of intervention in unsafe or unhealthy behaviors

2023 PARTNER AGENCIES & AWARDED GRANTS

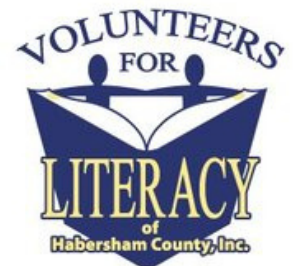
We believe that we can do more together than we can alone. That is why we invest in these amazing partner agencies that help non-profits meet their goals that align with our Community Game Plan to create pathways out of poverty. Because of our generous donors, we are able to assist in funding 22 partner agencies and 2 grants in 2023.



BOYS & GIRLS CLUBS



Prepared. For Life.®



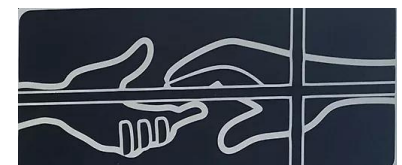
Habersham County LIFT



American Red Cross



Children's Center for
Hope & Healing



SHARING AND CARING

MAKING THE ASK

the number one reason people say they do not give to HABUW is because no one ever asked them to. Here are some tips for making the ask:

- **Educating employees about the value and work of HABUW is the best way to gain support.** Your HABUW representative is an excellent source for material and assistance you may need. United Way speakers are always available to talk to your team about the impact of gifts made to Habersham County United Way.
- **Personally distribute campaign pledge forms** rather than including them in paychecks, mailboxes, emails. etc.
- **Ask every employee to turn in a pledge form by a certain date, even if they choose not to contribute.** This way, you'll know every person made a choice whether or not to participate without having to directly ask him/her. Many companies distribute pledge forms in envelopes that employees can fill out and seal, assuring their decision is private.
- **Offer prizes and incentives for campaign participation.** Prizes and incentives can increase the success of your campaign while showing employees that their participation is appreciated.
- **Encourage your team to participate in virtual events or in-person.** Whether it's volunteering, holding a fundraising event, or hosting a company-wide campaign kick-off, events are a great, fun way to get your team engaged in the work of United Way.
- **Leverage United Way Giving Societies.** When asking for donations, remember that HABUW Giving Societies provide a way for employees to extend their impact and deepen their engagement in HABUW's work.
 1. Tocqueville Society: \$10,000 + per year
 2. Leadership Giver Circle: \$500 + per year
- **Don't forget to offer recognition and thanks.** When the campaign is over, send thank you cards from your CEO, workplace campaign coordinator, or other influential team members. Highlight givers who increased their pledge by 10%, gave at a certain level, made their first gift, etc.

INCENTIVES

Prizes and incentives can provide a boost to the campaign while showing employees that their participation is appreciated. After a successful campaign, it's critical to thank all employees who made your campaign successful. People need to feel appreciated. Just as the best way to ask is the personal ask, the best way to thank your colleagues is to personally thank them. A thank you event publicly acknowledges your colleagues' generosity.

There are memorable ways of recognizing HABUW contributions. Have fun with it and get creative.

HOW WILL INCENTIVES HELP MY CAMPAIGN?

- Increases enthusiasm
- Increases average giving
- Encourages employees to pledge promptly
- Encourages attendance at campaign meetings
- Assists in educating employees about HABUW

POSSIBLE INCENTIVE CRITERIA

- Anyone who participates in HABUW campaign (gives any amount)
- First-time givers
- Fair share givers (1% of salary)
- Leadership Society givers (\$500 + per yr)
- Increasing their gift by 10%
- Turning their pledge card by a certain date
- The company achieves a monetary goal
- The company achieves a participation goal
- The company reaches a 25% increase in campaign dollars

POTENTIAL PRIZES

- Leave early pass
- Sleep in pass
- Additional day off
- Casual dress day pass
- Special parking pass
- Catered lunch
- Golf with the boss
- Department happy hour
- Company promo items, UW promo items.
- Raffle off gift cards, sports event tickets, electronics, weekend getaways, etc.
- Name Wall of Fame
- Donation matches

NEED HELP COMING UP WITH AN INCENTIVE? REACH OUT TO YOUR HABUW REPRESENTATIVE! WE ARE FULL OF IDEAS!!

SAMPLE EMAILS

Use the following sample letters when you are composing letters to promote your HABUW campaign. These samples are appropriate for emails, company publications, and personalized letters. Feel free to use them in part or in their entirety.

SAMPLE CAMPAIGN ANNOUNCEMENT 1

Dear Colleagues,

Many of our neighbors may be struggling to make ends meet, now more than ever, but we can make a difference right now! (COMPANY NAME) can help create opportunities for a better life for all by participating in Habersham County United Way's annual campaign.

I am pleased to announce that (EMPLOYEE CAMPAIGN MANAGER) has agreed to lead and coordinate our HABUW campaign this year. I know (NAME) will appreciate your efforts and support. When we reach out a hand to one, we influence the condition of all. Everyone wins when children succeed in school, families are financially stable and people are healthy. I invite you to join me this year in the Habersham United Way's effort to advance the common good.

Please consider supporting HABUW's campaign as our community strives to LIVE UNITED. Your gift does make a difference by supporting crucial programs and long-term efforts to strengthen our community.

SAMPLE CAMPAIGN ANNOUNCEMENT 2

Dear Colleagues:

The strength of our community largely is defined by how we take care of one another. When we reach out a hand to one, we improve conditions for all. The current crisis of the pandemic is being felt throughout our community. More people than ever are struggling to make ends meet, thereby putting a greater demand on non-profit agencies that provide critical services and count on HABUW for support.

HABUW takes the guesswork out of philanthropy by providing funds to tremendous local agencies like Boys and Girls Club of Lanier, Circle Of Hope, Habersham Family Resource Center, and many more. All of the money we raise directly benefits our community. Your contributions make a difference by supporting programs that are here to help many of our own friends, neighbors, co-workers, and families.

Please take a few moments to learn more about how our local United Way is helping in our neighborhoods as we help advance the common good. Together we strive to LIVE UNITED.

SAMPLE CAMPAIGN THANK YOU 1

Dear Colleagues:

Thanks goes to each of and every one of you who contributed to this year's HABUW campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

When you give to Habersham United Way, you are investing in the strength and future of our community. Every time a family becomes financially stable, a child succeeds in school and people improve their health, our entire community benefits. Help ensure that a wide variety of needs are met, including services for the hungry and homeless, the sick and homebound, our youth and senior citizens and so much more.

Again, thank you for partnering with Habersham United Way to advance the common good.

SAMPLE KICKOFF ANNOUNCEMENT

Dear Colleagues:

Please mark your calendars for (DATE) as the kickoff date for our (COMPANY NAME) HABUW annual workplace campaign. This year's fundraising effort will be run from (DATE TO DATE).

Investing in our community is an important responsibility and Habersham County United Way works hard to create lasting changes in the critical areas of Education, Financial Stability, and Health. That's because everyone wins when children succeed in school, families are financially stable and people are healthy. We all have a role in advancing the common good by giving, advocating, and volunteering. Together we can achieve more than any one group on its own. That's what it means to LIVE UNITED!

I am proud to support Habersham County United Way, but the key to our campaign's success is You. Your gift does make a difference by supporting crucial non-profit programs and long-term efforts to strengthen our community.

Please join me in showing our community how we can work together to LIVE UNITED.



ONLINE CAMPAIGN MATERIALS

Scan to view campaign video

insert QR Code

**Scan to hear from one of our
agencies.**

Insert QR Code

**Scan and download campaign
resources.**

Insert QR code

NEED TO GET IN TOUCH?

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FOLLOW US!



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