



Welcome to
The 2023 Fall Campaign
Coordinator **KICKOFF**

*Because one in
three families
is too many*

tackling poverty
at its **roots**

1:30-2:30 PM
Tuesday, September 12, 2023
Virtual Zoom Meeting



United Way of Pierce County

Welcome Coordinators!



Robyn Jones

Senior Donor Relations Officer



Dona Ponepinto

President, CEO

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OUR **BOLD** GOAL

We will lift **15,000 households** out of poverty **by 2028** and into self-sufficiency, one family at a time.

107,000 families in Pierce County, many who are hardworking families with children, struggle to make ends meet.

Agenda



United Way of Pierce County

Welcome	Robyn B. Jones	Senior Donor Relations Officer
Mission & Lessons Learned	Dona Ponepinto	President/CEO
Overview	Robyn B. Jones	
Keynote Speaker	Penni Belcher	Director of 211
Campaign Materials/Toolkit	Mike Goodell	Donor Relations Officer
	Robyn B. Jones	
Volunteering & Engagement	Allison Loft	Donor Engagement Manager
Premier Partners and Campaign Awards	Mike Goodell	
Q&A and Your Feedback	Robyn B. Jones	
Closing Remarks	Robyn B. Jones	

Resource Development Team



United Way of Pierce County

Mike Goodell

Todd Girouard

Jody Jasinski

Robyn B. Jones

Allison Loft

Leah Martin

Sarah Lidren

Andrea Reber

Donor Relations Officer

Director of Philanthropy

Resource Development Operations Manager

Senior Donor Relations Officer

Donor Engagement Manager

Donor Relations Specialist

Campaign Executive

DaVita Loaned Executive

South Sound 211



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Penni Belcher

Director, South Sound 211



2022
By the Numbers



United Way of Pierce County

Enhanced Resource Navigation Services

Total Number of
Contacts

76,529

Connected to
**Ride United
Rides**

2,092

Connected to
Permanent Housing

14

Connected to
Transportation

3,201

Connected to
**Rental
Assistance**

7,270

Connected to
Shelter

5,041

- Transportation
- Behavioral Health
- Housing Solutions
- Workforce Development
- Family/Parent/Caregiver

Increased staff competencies allow for faster resolutions with clients in complex situations

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Campaign Coordinator Toolkit

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United Way of Pierce County



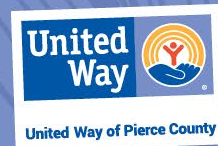
Mike Goodell
Donor Relations Officer

Campaign Coordinator Toolkit

Campaign Coordinator Toolkit **2023**

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Because one in three families is too many



Six Tools to **Success**

YOUR GUIDE TO A SUCCESSFUL CAMPAIGN

We are here to help! Utilize the United Way of Pierce County staff as a resource.



#1 Your Role Why You?

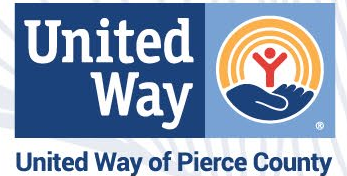
#2 Secure Leadership Support

#3 Build a Team

#4 Design Your Campaign

#5 Promote Your Campaign

#6 Say Thank You



Find our **Campaign Coordinator Toolkit** and additional resources at:

<https://www.uwpc.org/campaign-coordinator-tools>

Six Tools to **Success**

YOUR GUIDE TO A SUCCESSFUL CAMPAIGN

We are here to help! Utilize the United Way of Pierce County staff as a resource.



#1 YOUR Role Why You?

You were chosen to lead your organization's workplace campaign because...

You're an energetic force, particularly as:

- **A Leader**
- **A Convener**
- **An Ambassador**

#2 Secure Leadership Support

Here are some ways to involve your leadership team in making your campaign a success:

- Set a meeting to inspire and educate upper management and organizational leaders about United Way
- Ask the appropriate person to invite organizational leaders to make a leadership gift to kickstart the campaign

For more ideas, see the Coordinator Toolkit.

#3 Build a Team

Don't run your campaign alone. Diversity is important. Involve and recruit others who share your commitment. Give everyone a role, like marketing and events, campaign communication, payroll contact, leadership giving, etc.

#4 Design Your Campaign

Do it your way. Every company culture is different. United Way campaigns are flexible and easily customizable. We'll help you tailor yours to match your organization's corporate goals, philanthropic focus or time and resources. Just ask your UWPC staff lead for ideas about how to use an array of resources such as community speakers, volunteer opportunities, or virtual tours to showcase United Way's work.

#5 Promote Your Campaign

Communicate and publicize the campaign. Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts and United Way of Pierce County materials to promote your campaign. Go to www.uwpc.org/coordinator-tools to access our campaign suite of materials.

#6 Say Thank You

An expression of "thanks" helps us stick together and LIVE UNITED! Ensure your staff has a positive experience; a simple thank you shows gratitude and builds loyalty. You can't thank them enough!



Six Tools to **Success**

YOUR GUIDE TO A SUCCESSFUL CAMPAIGN

*Sarah will monitor
the chat box.*

TRIVIA QUESTION

*Name 2 of the 6 Tools to Success
for your campaign.*

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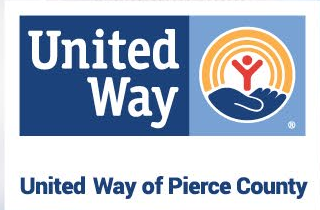


United Way of Pierce County



Sarah Lidren
Campaign Executive

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Because one in three families is too many



Campaign Brochure



“The greatness of a community is most accurately measured by the compassionate actions of its members.”
— Coretta Scott King

107,000 FAMILIES

in Pierce County, many who are hardworking families with children, struggle to make ends meet.

Together with you, United Way of Pierce County is committed to continuing our 102-year legacy of evolving and addressing the most critical issues facing our community. The caring power of our compassionate community is more crucial than ever—there is an urgency to our work as one in three households struggle to make ends meet.

Many are ALICE (Asset Limited, Income Constrained, Employed) families. Economic uncertainty and climbing inflation rates are hurting all families, and is especially devastating to lower-income households facing multiple stressors such as unemployment, ballooning debt, lack of childcare, food and housing insecurity.

We believe we can do more together than we can ever do alone, and we ask you to join us in achieving our bold goal of lifting 15,000 households out of poverty by 2028.

We recognize and rely on community partnerships, initiatives, volunteers and advocacy that address challenges related to poverty to help our neighbors in need and have a community-wide impact. Growing Resilience in Tacoma (GRIT) is Tacoma's Guaranteed Income Initiative and serves as one example where we come together to reimagine how we address poverty in Pierce County. To learn more about our work and help tackle poverty at its roots, please visit uwpc.org.

because one in three families is too many.

FOR MORE INFORMATION OR TO MAKE A DONATION, VISIT WWW.UWPC.ORG

OUR **BOLD GOAL**

We will lift 15,000 households out of poverty by 2028 into self-sufficient one family at a time.

Our Work

At the heart of United Way is our commitment to **Basic Needs**, an essential component of the social safety net that provides a solid foundation to families ensuring basic needs, such as food, healthcare, childcare and shelter.

United Way of Pierce County's South Sound 211 is a free helpline that connects people to hundreds of services and programs including utilities, transportation, behavioral health, housing and employment to move families toward stability and self-sufficiency.

Our seven locations of **Center for Strong Families** provides families with tools and resources that improve their resiliency by connecting them to living wage career pathways, solid financial action planning and strategies to reduce debt and build their assets.

1 in 3 HOUSEHOLDS STRUGGLE WITH POVERTY



That's when she came to UWPC's Center for Strong Families (CSF) South Sound Center. CSF's integrated service model, which combines employment, income support and financial coaching offered her a lifeline. When she first started working with coach Kiana Haddix, she had only \$400 over after paying all her bills for the month. But with CSF's help, she was determined to turn her situation around.

Despite working long hours at a fast-food restaurant, Melissa struggled to make ends meet, and her income was way lower than her expenses. With a newborn baby to care for, she knew she needed to increase her income to avoid homelessness.

Through hard work and dedication, Melissa advanced her career, moving from her job at a fast-food restaurant to a gas station and eventually landed a job at an employment agency that offered a good base salary, bonuses for exceeding sales goals and offered her the flexibility to work from home providing her with the work-life balance she needed. The client's budget, savings and net worth all increased as she started earning more money. Now, she works 8am-5pm, which aligns perfectly with her daycare hours of 8am-5pm. Thanks to her determination and the support she received from Kanan and the CSF team, Melissa was able to create a brighter future for herself and her baby. (*Name changed to keep identity confidential.)



Together, we invested over \$6.5 million back into the community in 2022 and we've moved over 7,800 families from crisis to self-sufficiency since 2017.

IMPACT 2022 BY THE NUMBERS

BASIC NEEDS

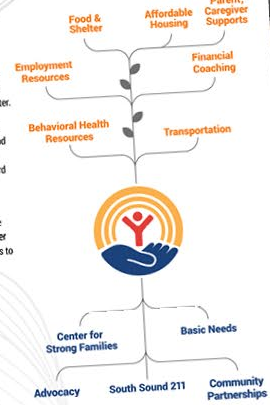
138,615 individuals had access to food and shelter
11,794 individuals received culturally appropriate food, social emotional supports for students, parenting supports and more
\$6,042 individuals received support for rent/utility

strong families

536 individuals connected with coaches
\$1,972 average monthly net income increase
\$6,042 average increase in short-term savings

211

total number of contacts
76,529 individuals connected to rent assistance
7,270 individuals connected to transportation
3,201 individuals connected to shelter
5,041 individuals connected to shelter



OUR LEGACY

For our donors and community throughout our 102 years of service, we thank you for your leadership in addressing the most pressing needs in Pierce County. As we look to the future, we know today, more than ever, that you continue to stand with us as we work every day to address our community's most pressing needs.

CEO, United Way of Pierce County

ing poverty at its roots

We strive to be an anti-racist organization that puts equity, diversity and inclusion at the center of our daily work.
Find out more at uwpc.org/racial-equity

1501 PACIFIC AVENUE, STE 400, TACOMA, WA 98402 • 253-272-4263 • UWPC.ORG

MAKE YOUR PLEDGE TODAY!

Pledge Form



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Because one in three families is too many.

2023-2024 Pledge Investment

The United Way of Pierce County Campaign Year runs from July 1, 2023, to June 30, 2024.

My Information

Your personal information is confidential. We never rent, trade or sell our donor information.

Mr. / Mrs. / Ms. / Mx. / Dr. First Name _____ MI _____ Last Name _____

Home Address _____ City _____ State _____ ZIP _____
For credit card charges, address listed must be your billing address

Cell Phone _____ Home Phone _____ Company Name _____

Email _____

Birthday _____ Personal _____ Business _____
I've been contributing to United Way since _____

Preferred Name for Recognition _____ Please combine my gift with my spouse. Spouse Name _____

I'd prefer to remain anonymous.

Additional Interests

I'm retiring soon and want to continue to invest in United Way of Pierce County (UWPC)

I'd like to include United Way in my will and estate planning or have already done so

Keep me informed about volunteer opportunities

Donation

OUR BOLD GOAL

Lift 15,000 households out of poverty and into self-sufficiency by 2028, one family at a time.

Please select how you would like your gift invested to help us achieve our bold goal.

Community Care Fund: Greatest Needs Gift \$ _____
I am ensuring that the greatest needs in my community are met.

Basic Needs: A Solid Foundation Gift \$ _____
I am connecting Pierce County families to basic needs such as food, clothing and shelter so they can move out of crisis.

Breaking Down Barriers Gift \$ _____
I wish to support programs like 211 that connect local families to critical resources such as behavioral health, housing, transportation and employment.

Strong Families: Achieving Financial Stability Gift \$ _____
I wish to ensure families become financially stable by supporting services like Center for Strong Families that connect individuals to resources such as personalized financial, employment and educational coaching.

I would like to make an additional gift to another non-profit 501(c)(3) organization. Gift \$ _____

Nonprofit Name _____ City _____ State _____
I understand that by giving to another non-profit, a processing fee will be applied toward this gift.

Payment Options

I want to contribute this amount each pay period:

Payroll Deduction \$ _____ x _____ pay periods/year = \$ _____

Cash \$ _____

Check # _____ Amount \$ _____

TOTAL PAYROLL DEDUCTION PLEDGE

Total Annual Gift \$ _____

Credit or Debit \$ _____

Card Number _____

Exp. (MM/YYYY) _____ Billing Start Date (MM/YYYY) _____

VISA MC AMEX DISCOVER One Time Monthly Quarterly

SIGNATURE _____ DATE _____



United Way of Pierce County

Thank you for your contribution to United Way of Pierce County. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W-2 or other employer document showing the amount withheld if you give through payroll deduction. Consult your tax advisor for more information. For a list of current community/funded agencies, visit uwpc.org/community-investments.

253-272-4263 PO Box 2215, Tacoma, WA 98401 donorservices@uwpc.org UWPC.org

Engagement Opportunities



Alison Loft

Donor Engagement Manager



United Way of Pierce County

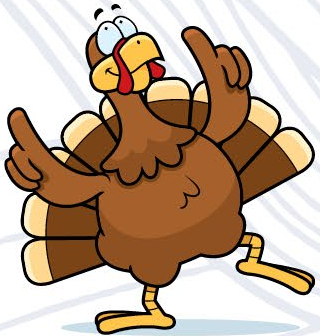
Annual Volunteer Events



Martin Luther King, Jr. (MLK) Month of Service

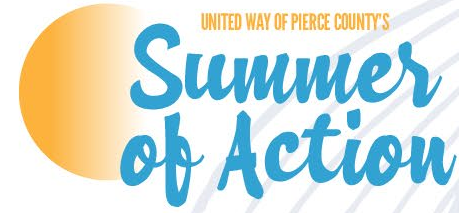
Honor Dr. King's legacy with acts of kindness, empathy and understanding:

- Hygiene Kits for vulnerable populations
- Warm Clothing Drive
- Become a VITA volunteer



Everything But the Turkey Food Drive

A "turkey-free" food drive to help families during the holiday season.



Summer of Action

Address childhood hunger in Pierce County by providing supplemental food at summer meals sites:

- Organize a drive for snack pack items
- Sponsor an onsite project
- Sponsor a Group packing project

Learn more by visiting uwpc.org/volunteer.

*Sarah will monitor
the chat box.*

TRIVIA QUESTION

What was 1 of the 3 Engagement/Volunteer Opportunities highlighted by Allison?

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Sarah Lidren
Campaign Executive

Premier Partners and Campaign Award Nominees and Winners



Mike Goodell
Donor Relations Officer



United Way of Pierce County

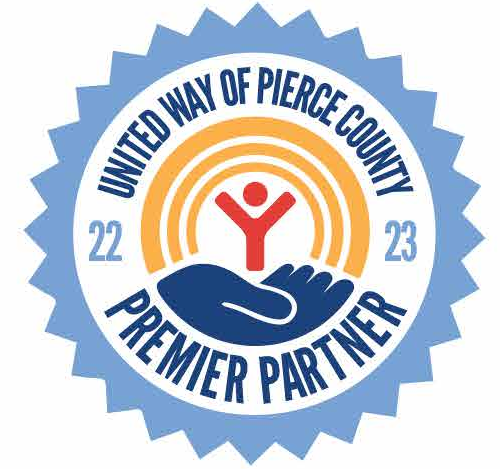
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United Way of Pierce County

2022-2023

PREMIER PARTNERS



ASIA
PACIFIC
CULTURAL
CENTER

BANK OF AMERICA



The United Way of Pierce County Campaign Year runs from July 1, 2022, to June 30, 2023.



United Way of Pierce County

Congratulations

to the United Way of Pierce County Campaign Award Winners and Nominees!



Thank you to the following businesses for their extraordinary support of our work to lift 15,000 households out of poverty into financial stability by 2028, one family at a time. Through quality workplace giving campaigns, community volunteerism, in-kind support and sponsorship these businesses are investing in our community and leading the fight to end poverty and investing in our community.

The following is a list of nominees in each Campaign Award category. Winners of the award appear in red.

The United Way of Pierce County Campaign Year runs from July 1, 2022, to June 30, 2023.

Campaign Coordinator of the Year

Wendy Colby, Johnson, Stone & Pagano, P.S.

Monnett Smith, Pierce Transit

Jody Fetter, Titus-Will Automotive Group

Campaign Coordinator Team of the Year

LED BY Alycia Warnke, DaVita

LED BY Amber Slate, Tacoma Public Schools

LED BY Christina Turner, Tacoma Public Utilities

LED BY Jessica Gehle, Tacoma-Pierce County Health Department

Large Company of the Year

Costco Wholesale

MultiCare Health System

U.S. Bank

Medium Company of the Year

Coordinated Care

Parametrix, Inc.

Titus-Will Automotive Group

Small Company of the Year

Brown & Brown of Washington

Cole Graphic Solutions

Johnson, Stone & Pagano, P.S.

PacificSource Health Plans

Public Company of the Year

Bethel School District

Pierce Transit

Tacoma Public Schools

Tacoma Public Utilities

Inaugural Campaign of the Year

Cascades Sonoco

Rising Star of the Year

Amazon

Q&A and Your Feedback

What is your greatest obstacle for running a giving campaign?

What are your suggestions for inclusion of new staff and a younger generation of employee involvement?

Do you have any questions or feedback for us?

Share answers with the group and type answers in the chat.

Thank You!



United Way of Pierce County



Robyn Jones

Senior Donor Relations Officer