



2023-2024 WORKPLACE CAMPAIGN GUIDE



**UNITED WE
IMPROVE
LIVES**



Trident United Way

Thank you...

for stepping up to inspire your team to make our community a better place. Thank you for being a champion of what Living United looks like. Our community is grateful to have someone like you advocating for equitable access to education, financial stability and health. Thank you!

"As an Employee Campaign Coordinator, you have the power to UNITE your colleagues toward a common goal – creating positive change in your community. Your passion for the mission motivates others to get involved. TOGETHER, we improve lives across the Tri-County. Thank you for leading through United Way!"

~ DJ Hampton, II, J.D.
President and CEO, Trident United Way



"Community leadership is the cornerstone of a fruitful corporate campaign. We are so thankful for your hard work, vision and commitment to Living United."

~ Michael Samuel
Trident United Way
2023-2024 Campaign Cabinet Chair

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Top reasons to give to Trident United Way

Local giving, local results

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. Trident United Way serves all 93 Berkeley, Charleston and Dorchester County zip codes, spanning from St. Stephen to Edisto, and everywhere in between. Donations help make a difference right here, where we all live, work and play.

We focus on creating vital connections

Trident United Way brings people together and inspires local action, connecting people who want to make a difference with organizations that best know our community's needs. We collaborate with residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities.

Your gifts make a difference

Through the work of dedicated community volunteers and numerous partnerships, Trident United Way can make a significant investment in the community. We invest in local organizations that provide services in alignment with community needs and our strategic priorities. Funding requests are reviewed by trained community volunteers during a competitive grant process and distributed to qualifying 501c3 for effective philanthropy.

It's easy

You can choose the option (or options) that best suit your needs and that of your workplace. For example, payroll giving makes it easy and seamless. By giving a little each pay period, the sum of your (tax-deductible) donation benefits you and the community. We also have online giving tools available, widening the variety of options available to help make your campaign a breeze. We are happy to help you find the giving option that works best for your team.

Meet ALICE[®]

An equitable framework to meet the *REAL* need in our community.

Did you know 29% of Tri-County households are ALICE?

ALICE represents the **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed families who live and work in the Tri-County.



Although fully employed with essential jobs that keep our communities running, ALICE workers don't earn enough to cover the rising costs of living, leaving them and their families perpetually teetering on the edge of poverty.

The ALICE Threshold – the minimum household income to meet all basic needs (housing, child care, food, transportation, technology, etc.) – for a family of 4 in the Tri-County area is **about \$60,000**. This does not allow for savings nor an emergency fund.

This means thousands of families are forced to make tough daily choices like choosing between quality child care or cutting back on groceries.

Who is ALICE?

You may already know ALICE as a friend, a neighbor, your child's daycare teacher, your favorite restaurant server or the receptionist at your doctor's office.

How do we apply ALICE in our work?

Trident United Way will use the ALICE data report and framework to help pave the way to financial stability for ALICE families, connecting them to immediate relief and long-term resources. Together with community partners, we strive for solutions that close the gap between an ALICE household's income and expenses.

Want to learn more? Visit tuw.org/ALICE

10 Steps to a Successful Workplace Campaign

1

Understand your workplace needs.

You know your team best! Our campaign guide serves as a resource, but ultimately, you choose what works best for you and your organization. Consider how best to reach your employees, what messages they will respond to and how to keep them engaged.



2

Brainstorm ideas.

We are happy to work with you to develop new materials and to energize your campaign in new ways. Let's bring your ideas to life!

3

Set a goal.

Where do you think your workplace campaign can grow: number of donors, number of payroll deductions, total number of dollars raised, or in some other way? Set a goal, and UNITE your team behind it to drive motivation to achieve that goal.



4

Build a team.

Find people in your company who can help you make your workplace campaign a success. Look beyond your organization's everyday leaders to find those seeking new ways to step up.



5

Engage leadership.

Senior management and other leaders can help inspire team members to join the cause. Utilize these individuals to help kick-start your campaign and set an example for others.

The number one reason people give for not donating: “I was never asked.”

6

Make the ask.

Asking people for their support is one of the most important and often overlooked, aspects of fundraising. By making an ask, you provide everyone the opportunity to support their community. For new donors, ask for a first-time gift. For annual donors, encourage continued support and an increased donation.



7

Share stories and impact.

Local stories help paint a picture of local impact. Share our support stories about individuals and organizations so your team can feel more connected. You can also create your own stories by sharing why people on your team give.



8

Have fun.

Engage your team through various activities and incentives to keep building that "local love". If your team has more fun, you'll likely have more fun too!



9

Live UNITED all year round.

Outside of your standard workplace campaign, you can Live UNITED all year round through various volunteer opportunities or setting up additional giving initiatives.



10

Give thanks.

We are so thankful to have someone like you advocating for Trident United Way. Join us in thanking your team of donors for their continued support and gifts.

Your Campaign Timeline & Checklist

United Way campaigns generally take place over 1-2 weeks, but you can choose the best length for your workplace. Always make sure you have a great campaign kick-off! Here is a sample guide to your campaign planning.

Sample Planning:

- | | |
|--|---|
| <p>Step 1 Confirm campaign participation and determine who will serve as your primary campaign ambassador.</p> <p>Step 2 Meet with TUW staff and Campaign Cabinet member to begin planning.</p> <p>Step 3 Schedule your campaign timeframe, including a kickoff, TUW presentation and other special events.</p> <p>Step 4 Review last year's results and establish a clear participation or monetary goal.</p> | <p>Step 5 Compile campaign resources and update messaging.</p> <p>Step 6 Launch your campaign, ensuring all employees can access to needed donor resources and pledge forms.</p> <p>Step 7 Keep the campaign alive by sharing impact stories and conducting special events.</p> <p>Step 8 Wrap-up by thanking donors, sharing results, photos and meeting with TUW staff to evaluate for next year.</p> |
|--|---|

Here is a sample checklist to help you stay organized and on track when coordinating your campaign.

Sample Checklist:

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Determine campaign ambassador <input type="checkbox"/> Meet with TUW staff <input type="checkbox"/> Schedule campaign dates <input type="checkbox"/> Schedule TUW presentation <input type="checkbox"/> Obtain pledge forms or prepare ePledge info <input type="checkbox"/> Review last year's results <input type="checkbox"/> Create campaign goal <input type="checkbox"/> Engage company leadership <input type="checkbox"/> Attend TUW ECC Training <input type="checkbox"/> Plan donor incentives or prizes <input type="checkbox"/> Hold campaign kickoff event <input type="checkbox"/> Monitor progress toward the goal | <ul style="list-style-type: none"> <input type="checkbox"/> Recognize and remind donors <input type="checkbox"/> Share TUW provided impact stories <input type="checkbox"/> Share why YOU give to TUW <input type="checkbox"/> Capture and share photos <input type="checkbox"/> Communicate challenges with TUW <input type="checkbox"/> Collect, record and submit all pledges <input type="checkbox"/> Follow up on any corporate contribution <input type="checkbox"/> Calculate and share results <input type="checkbox"/> Finish thanking and recognizing donors <input type="checkbox"/> Meet with TUW to evaluate results <input type="checkbox"/> Promote volunteer opportunities <input type="checkbox"/> Keep employees engaged year-round |
|--|--|

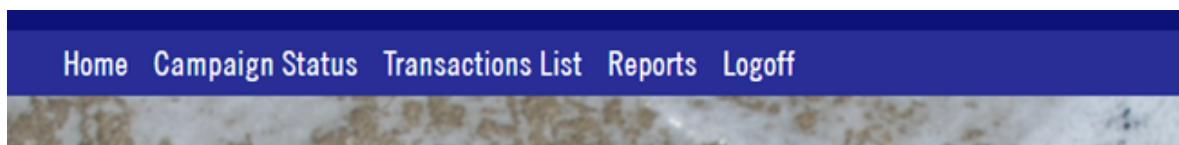
ePledge ECC Instructions

First, go to the ePledge site at <https://epledge.tuw.org>.

To enter the ECC portal, select **Administrator** at the bottom of the welcome page.



The menu seen below will appear in the top left corner.



Menu Options:

Campaign Status shows the current amount raised.

GIVE. INVEST IN YOUR COMMUNITY ADVOCATE. CHAMPION THE CAUSE VOLUNTEER. SHARE YOUR TIME AND TALENT										
Campaign Status										
Name	Campaign Type	Total	Goal	# Emps	# Donors	Participation Rate	# Responses	% Responses	Average Gift	Gift per Capita
Company Name	Empl	\$0.00	\$0.00	743	0	0%	0	0%	\$0.00	\$0.00
Company Name	Corp	\$0.00	0							
Company Name	Special	\$0.00	\$0.00							

Reports provides several options for the ECC to view transactions and status.

After selecting the desired report, click Submit. The report appears in the **My Completed Reports** section.

When the status is Ready, the report can be downloaded as a PDF or CSV.

The **Response Report** will allow the ECC to see the currently entered transactions including "no gift" transactions.

GIVE. INVEST IN YOUR COMMUNITY ADVOCATE. CHAMPION THE CAUSE VOLUNTEER. SHARE YOUR TIME AND TALENT										
List Of Reports To Run										
To run a report, select the radio button next to its name, and answer any prompts, and click Submit. Once it has been generated, it will appear in the bottom section of this page.										
<input checked="" type="radio"/> Campaign Report Includes all employee pledges for your company.										
<input type="radio"/> Cash Report List the Cash / Check donors - so e-pledge admin may collect their monies.										
<input type="radio"/> No Response Report - Shows Individual Gifts Lists employees (including subsidiaries' employees) who have not yet participated (by either making a pledge or specifically choosing not to give). Individual dollar amounts from previous year are displayed.										
<input type="radio"/> Payroll Report Includes only pledges that are payroll deduction										
<input type="radio"/> Response Report - Shows Individual dollars Shows individuals who have given in the current year or selected the 'No Gift' option. This report does show the dollar amounts per employee.										
<input type="radio"/> Summary Report 1 Summary Report 1. Shows Summarized pledge totals from this year and last year.										
<input type="button" value="Submit"/>										
My Completed Reports										
Once a report's Status = "Ready", click the Report Name to view the report. To retain a copy of a report for future reference, view it and save it within your own computer.										
<input type="button" value="Refresh"/>										
<input type="checkbox"/> Show Outstanding										
Job Number	Job	Names	Date	#Pages	Size	Type	Status	Description		
719468	Transaction Report	Company Name - Pledge Transaction Report	05/10/2019 11:14:55 AM	1	8835	pdf	Ready			

Employee Engagement

The Trident United Way campaign is a celebration of caring. True celebrations are fun and uplifting. They get people excited about being involved.

We are happy to help plan and organize engagement events that allow your team to be part of the work at Trident United Way!



Host a Campaign Kickoff

Plan a Volunteer Opportunity

Visit a Resource Connection Center

HERE ARE A FEW CREATIVE IDEAS FOR YOUR UNITED WAY CAMPAIGN!

- Funniest Home Videos
- Departmental Penny Wars
- Time Off From Work
- Casual Day
- Reserved/Covered Parking
- "Sleep-in" Passes
- "Leave Work Early" passes
- Airline Tickets/Hotel Getaway
- Department Competition for Highest Percent of Participation
- Extra Half Hour for Lunch for a Week
- Dinner for Leadership Donors
- Tickets to Games/Movies
- Gift Cards/Certificates
- Company T-Shirts
- Partner with a local business
- Softball/Volleyball/Golf Tournament
- Executive Dunk Tank
- Silent Auction
- Sell Popcorn and Drinks
- Company Picnic/Employee Cookout
- Ice Cream Social
- Breakfast or Lunch Party
- Beach Party
- Carnival
- Office Olympics
- Halloween Costume Contest
- Campaign Slogan/Theme Contest
- Cubicle Decorating Contest
- Trident United Way Trivia

SPONSORSHIP OPPORTUNITIES

PROGRAMS, COMMUNITY EVENTS, DAYS OF CARING AND MORE!



Supporting social causes is part of an important business strategy for companies of all sizes. Your philanthropy and community engagement signal your commitment to the local area that sustains your business. Social responsibility matters now more than ever. Position your organization as a philanthropic leader in the Tri-County by sponsoring Trident United Way's annual events, programs or initiatives!

- ✓ Recognition in Trident United Way leadership listings
- ✓ Recognized at all Tocqueville Society Events
- ✓ Recognized at all Palmetto Society Event
- ✓ Recognized at all Donor Network Events
- ✓ Days of Caring - Company name printed on back of T-shirts
- ✓ Days of Caring - Recognized in social media shout-outs
- ✓ Days of Caring - Listed on all email outreach & listed on Website
- ✓ Days of Caring - Branded item to be included in participant bags (300 items)
- ✓ Days of Caring - T-Shirts and other supplies provided by TUW and delivered to your office
- ✓ Day of Action - Included in sponsor lists (Website, Social Media, Video, Email)

ALLIANCE PROGRAM

TUW's All-In-One sponsorship option!
Year-long recognition at most events
and at the largest volunteer event in
the state - Days of Caring.

Note: The benefits mentioned above are contingent upon the selected sponsorship levels.
For a comprehensive breakdown of sponsorship tiers and associated benefits, please visit tuw.org/alliance-program.

CUSTOMIZED SPONSORSHIP PACKAGES

Event Sponsorships

Stand out as a key supporter at our exciting events; reaching a diverse and engaged audience.

Naming Rights

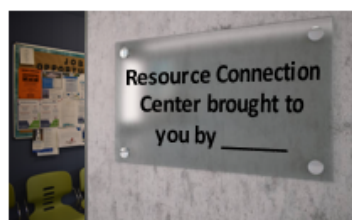
Make a lasting impression by putting your name on prominent spaces, creating a enduring legacy.

Program Sponsorships

Align your brand with our impactful programs and initiatives that drive positive change.

And Much More!

Contact a TUW team member to discuss exclusive sponsorship opportunities.



Invest in Leadership



Trident United Way Tocqueville Society

The **Trident United Way Tocqueville Society** is part of a worldwide network of extraordinary community leaders and philanthropists who invest \$10,000 or more annually through their local United Ways. At Trident United Way, our members demonstrate a deep commitment to making a tangible difference in the lives of children, young people and families in the Tri-County area.



"I am proud to live in a giving and philanthropic community like ours. So many people who have worked hard to be able to take care of themselves and their loved ones also find it meaningful and satisfying to give back. In supporting Trident United Way, we have found a way to provide independence and not dependence. We are able to broadly support our community and be able to be a tide lifting the quality of life for our neighbors. I feel everyone wants to give back especially when there is an outsized impact. I urge everyone to consider giving at the Tocqueville Society level, these dollars have a big bang for the buck."

Giff Daughtridge
Community Volunteer
Trident United Way Tocqueville Society Chair

"Supporting Trident United Way and giving at the Palmetto Society level is a conscientious decision. Palmetto Society members recognize the importance of giving back as well as understanding that it takes a real commitment to see some of our community challenges addressed. The Palmetto Society is a driver in providing Trident United Way with the important resources needed to make impactful change. I donate at the Palmetto Society level because I have seen the substantial work of Trident United Way and how it is uniquely positioned to make a difference. For those that have the ability and are dedicated to seeing real results where we live and work, I encourage you to consider what level of commitment you can make."

Peter Tecklenburg
Auditor, Charleston County Government
Trident United Way Palmetto Society Chair



The **Trident United Way Palmetto Society** recognizes donors who give \$1,000 - \$9,999 annually to Trident United Way. Nearly 800 members strong, the Trident United Way Palmetto Society accounts for 25% of all Trident United Way giving in Berkeley, Charleston and Dorchester counties. Trident United Way Palmetto Society members set a standard of charitable giving in our community and motivate others to contribute at a leadership level to Trident United Way.



Trident United Way
**Palmetto
Society**

Invest in Leadership

LEADERSHIP GIVING SOCIETIES

Trident United Way's giving societies are made up of community and business leaders like YOU who are passionate about changing lives and pulling together the expertise and resources that generate meaningful results.



Premier networking and social events with other members



Prominent recognition in Trident United Way annual leadership listings



Opportunities to engage with other highly influential philanthropists in our community



Special communications about Trident United Way's work and the impact of your contribution



Qualification for membership in all applicable donor networks

DONOR NETWORKS



AFRICAN AMERICAN LEADERSHIP COUNCIL

Trident United Way African American Leadership Council (AALC) is a network of black and minority leaders in the community working to create bold community change in education, financial stability and health throughout the Tri-County region.

WOMEN UNITED

Trident United Way Women United (WU) is an engaged network of philanthropic leaders committed to improving education, financial stability and health in our region through giving, advocacy and volunteerism.

YOUNG LEADERS UNITED

Trident United Way Young Leaders United (YLU) is a network of leaders ages 40 and under who are committed to improving education, financial stability and health in our community through giving, volunteerism and advocacy.

Support Stories

The following stories highlight the impact TUW has in the Tri-County. When you share these stories with your team, you help share how our community lives UNITED every day.

SUPPLIES FOR STUDENTS

"There are many times that I feel that words are not enough, and today, when I receive the generous donation of book bags with supplies, I feel that way. It just does not seem that simply saying thank you is enough. I am most appreciative of the bags and supplies for my boys and girls. On behalf of all stakeholders I say thank you a million! The donation is appreciated more than you can imagine by everyone. We have enough to give out today and if anyone loses or damages theirs we can replace it. The supplies will help them to be prepared for a great year as they

"Enter to Learn, and Depart to Lead!"

Again I say THANK YOU!"

- Elaine Graham, Berkeley County School Principal



DIABETES PREVENTION PROGRAM

Trident United Way's diabetes prevention efforts extend across the Tri-County region. We are targeting high diabetes concentration areas of Hollywood and Moncks Corner with screening and education programs.

"The Diabetes Prevention Program has given me a change in my mindset of handling my health, has given me control of my health, and has strengthened my desire to be a healthier me. Thank you, YMCA and Trident United Way, for this wonderful gift of health."

- Mary Nixon, Diabetes Prevention Program participant

Because of this progress, Mary no longer needs medicine to control her diabetes.





“John” came into the TUW Dorchester Resource Connection Center to escape the heat on a particularly warm day. Our Family Navigator chatted with him, and it quickly became clear that we could support him with additional needs.

We were first able to get him access to free and affordable food. We then connected him to SCSEP (South Carolina Senior Employment Program) to access training and resources to get back into the job market. He left with a clothing voucher, a referral and a smile on his face.

“Mary” called into the Berkeley Connection Resource Center with questions about SNAP (Supplemental Nutrition Assistance Program). Through her conversation with our Resource Connection Center Family Navigator, we learned that she had no AC in her home and was using a fan to cool it down. In collaboration with a TUW partner, Operation Home, we were able to provide Mary with an AC unit. She was so happy when the unit was delivered. In a follow-up call, she shared how grateful she is that this partnership exists, and now her home is cooler than ever!

Our Resource Connection Centers are an unmatched source of support for our Tri-County neighbors like Mary, who are able to access many layers of support and services with just one call.



“Beth” was working the night shift and struggling to find consistent overnight childcare. Eventually, she was forced to quit her job to stay home and care for her children. She became concerned about falling behind with her bills while she looked for another position, so she went to the Dorchester Resource Connection Center for support. Our staff was able to reach out to Help of Summerville to cover one month’s rent and worked with another partner to help with her utility bill. She later shared that she felt more secure having the breathing room she needed to support her children while she found a job that works for her family’s needs.

Trident United Way Trivia

Use these questions as a fun way to connect with your team and teach them about T UW and our impact.

Questions

1. How many zip codes are in the Charleston Tri-County region?

- A. 146
- B. 53
- C. 93
- D. 78

2. When was Trident United Way founded?

- A. 1944
- B. 1996
- C. 1978
- D. 2000

3. Which of the below options is NOT a key pillar of T UW's work?

- A. Health
- B. Education
- C. Financial Stability
- D. Animal Protection

4. What is the hourly wage needed to cover basic household expense for 1 adult and 2 kids in the Tri-County?

- A. \$42.16/hr
- B. \$23.55/hr
- C. \$12.32/hr
- D. \$35.74/hr

5. Where do T UW donations go?

- A. Local agencies and programs addressing basic needs
- B. Other United Ways
- C. Buy the CEO a Ferrari

6. How many Resource Connection Centers does Trident United Way operate?

- A. 1
- B. 2
- C. 3
- D. 4

7. Trident United Way was founded under a different name. What was the original name?

- A. Community Champions
- B. Community Chest
- C. Charleston United Way
- D. United Way of Charleston

8. What does Trident United Way do?

- A. Gives children and youth the support they need to succeed.
- B. Ensures everyone has access to support in times of crisis.
- C. Helps meet the basic needs of our community's most vulnerable.
- D. All of the above

9. By what grade must students be reading on grade-level in order to stay on track for graduating high school?

- A. 5th Grade
- B. 3rd Grade

10. How many 211 referrals for help were given in 2022?

- A. 10,859
- B. 31,573
- C. 21,215
- D. 14,695

11. How many nonprofit organizations does T UW partner with?

- A. Less than 100
- B. 100-299
- C. 300-799
- D. 800-1,000



TRIVIA KEY:

1. C

2. A

3. D

4. A

5. A
11. D

6. B

7. B

8. D

9. B

10. C

Trident United Way BINGO



Encourage your team to LIVE UNITED and serve our community with United Way BINGO.

1. Pass these cards out to your team and encouraging them to actually go DO the actions on the card.
2. Once an individual completes an action within a square, they mark off that space.
3. The first one to submit their BINGO card to their assigned campaign coordinator with 5 filled-in squares vertically, horizontally, or diagonally **wins a prize!**
4. Continue to LIVE UNITED.

Has visited TUV's webpage: tuw.org	Volunteered with Trident United Way	Participated in Days of Caring or Day of Action	Donated holiday gifts to a family or child	Has been to a TUV Resource Connection Center
Read to school children for Read Across America Day	Read 3 Support Stories on TUV's website	Would like to volunteer with TUV in the future	Donated food items and supplies to a food pantry	Attended a TUV Event meeting (in either Berkeley, Charleston or Dorchester)
Helped someone file their taxes or got taxes done through SC Thrive	Attended a TUV Campaign Kickoff Presentation	FREE SPACE <i>Thank you for Living United!</i>	Donated to United Way or another local nonprofit	Involved in TUV Donor Network
Signed up for Trident United Way's volunteer newsletter at tuw.org/volunteer	Visited one of TUV's Community Gardens	Told someone about calling or has called 2-1-1	Shared my support of Trident United Way on social media	Read about ALICE on the home page of UnitedforAlice.org
Visited all 3 counties of the Trident region: Berkeley, Charleston and Dorchester	Participated in GivingTuesday by giving to TUV or another nonprofit	Assisted with a Trident United Way Campaign at my workplace	Donated to TUV for 2+ years in a row	Purchased a FoodShare Fresh Food Box through FoodShare Berkeley County

Campaign Stickers

The stickers below have been designed for use on Avery sticker templates. Print them for use during Jeans Day or to display on hard hats and other wearables during your campaign. Your team will enjoy showing off their United Way Pride! Please note: this page serves as a preview of what stickers are available. Templates are available for download from the Workplace Campaign Resource page.



A DAY IN THE LIFE

of Your Contribution to Trident United Way



Your generosity makes days like this possible. In addition to our own programs, we work with hundreds of partners across the Tri-County region to help the community thrive as a whole.

Shareable Resources

Printable Campaign Materials

tuw.org/campaign-materials

Share these materials with your team as an easy way to spread the word of Trident United Way.

These resources help explain who TUW is, our impact, and how your team can LIVE UNITED out in the community!



WHO WE ARE

United Way was established in 1887 in Denver, CO, by a woman, a priest, two ministers and a rabbi. Since then, the organization has mobilized more than 2.6 million volunteers and raised \$4.8 billion across 1,800 local United Ways in 40 countries and territories, ranking United Way as the world's largest privately funded nonprofit organization.

Community Impact Resources

tuw.org/communityinvestments

Don't leave your team guessing about the work Trident United Way is actually doing - show it to them!

With our Support Stories and Community Investment pages, encourage your team to see the work that your campaign is supporting.



Trident United Way mobilizes your investments to make authentic impact in our community through a combination of initiatives, capacity-building tools and grants available to the entire community. Additionally, these investments support community engagement through volunteer and advocacy opportunities.

Our investors and partners represent a movement of people and organizations working together to create bold change. Trident United Way works in a collaborative, cross-sector way to solve complex, community-level issues. A key to meaningful collaboration is pursuing value-based partnerships where two or more organizations share in a mutually beneficial endeavor. The overall goal is to deliver the highest value to the community by focusing on improving family and individual outcomes while creating pathways to access resources.

The information shared below describes programs and initiatives impacting the community through the work of Trident United Way direct community investment dollars and leveraged investment dollars for the overall community benefit.

Campaign Videos

tuw.org/campaign-materials

Share these videos with your staff during your campaign! They provide helpful insights into how Trident United Way unifies the community with our work.

They're perfect for sharing in your company newsletters, Teams or Slack channels, and internal message boards!



Frequently Asked Questions

As you promote your workplace campaign, you may come across some questions or maybe even some concerns. No matter the question, share the facts, answer honestly and if you don't know how to respond, contact us at Trident United Way so we can provide more information.

Why should I give to Trident United Way rather than directly to my favorite agency?

Gifts to Trident United Way support results-oriented local organizations and the services they provide to address our community's most pressing needs. We have an unmatched, unique ability to work across complex issues with community partners -- over 800 in the Tri-County region. If everyone donated to their "favorite" agency, many recognizable, vital community services may not be available in our community.

How much of my contribution actually reaches the programs supported by TUW?

On average, 75 cents of every dollar donated to Trident United Way goes directly to local programs and services. Compared locally and nationally, this is more efficient than many nonprofit organizations.

The true measurement of a nonprofit, however, is the amount of good they do with the donations they receive. We want you to know that the dollars raised here, stay here and make an impact right here where all live, work and play.

Are all United Way chapters the same?

No, each local United Way is unique to their own community. Across the country, there are approximately 1,800 United Way organizations. United Ways are in their communities to build hometown partnerships and leverage resources to create plans for long-lasting change. While we share similar logos, have similar mission statements, each United Way is independently managed and lead by local staff and volunteers.

I can't give a lot, so why should I bother making a donation?

Every donation counts. Giving anything you can give is an extremely generous act, which is the behavior needed to create a caring community of members who look after one another.

For example, a single dollar donated per paycheck contributes \$26 and helps a father get closer to the boots they need to work a job with benefits and support their family. Plus, when we bring your gifts together along with the caring power of our community, we can create a big impact.

I love Trident United Way! How can I get more involved?

Thank you for your interest and support! Check out our [Volunteer Webpage \(tuw.org/volunteer\)](https://tuw.org/volunteer) to read about more opportunities for getting involved, as well as a registration page for our monthly volunteer newsletter!

Thank you!

CONNECT WITH US:



@TridentUnitedWaySC



@TridentUnitedWay



Trident United Way



Trident United Way



tuw.org



Trident United Way

UNITED WE
IMPROVE
LIVES

6296 Rivers Ave., Suite 200
North Charleston, SC 29406
843-740-9000

