



ECC TOOLKIT

For Employee Campaign Coordinators

2015-2016



Welcome to the United Way Team!

We want to start by saying THANK YOU! Thank you for being a LEADER, VOLUNTEER and ADVOCATE for your community through United Way of Volusia-Flagler Counties. Your leadership role is vital because it makes a direct and measurable impact on our community!

Think of this guide as your go-to reference for your United Way Campaign! We've tried to make it as easy as possible for you to lead the way for your company's United Way Campaign to be the best that it can be!

If at any point you have any questions, feel free to contact your United Way Resource Development team member to get the answers and guidance you may need.

Thanks again and we look forward to working with you!

Sincerely,

Your United Way Resource Development Team:

Alicia Casas, Director
acasas@uwvfc.org
386-275-1940

Courtney Edcomb, Assistant Director
cedcomb@uwvfc.org
386-275-1944



United Way Campaign Timeline

July & August:

Pace Setter Campaigns

September:

Community Campaign Kick-off!

October thru February:

UW Campaigns Run

March 31st:

Campaign Results Due

May:

**Campaign Numbers &
Allocations Announced**

www.UnitedWayVFC.org

386-253-0563

3747 W. International Speedway Blvd.
Daytona Beach, FL 32124

**Find us wherever you are on
social media!**



Know Your United Way!

The first step in a successful campaign is to know about United Way and what we're doing in YOUR community!

United Way of Volusia-Flagler Counties advances the common good by creating opportunities for a better life for all. Our focus is on education, income and health—the building blocks for a good quality of life. United Way continues to provide for the basic needs necessary for those of us that are in the most need.



United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done. We invite YOU to be a part of the change. You can give. You can advocate. You can volunteer. That's what it means to Live United.

Resources Available Include:

Videos / Video Testimonials

“Game of Real Life”

Guest Speakers

Brochures / Pledge Cards

Sample Letters/Emails

Partner Agencies List

Posters/Flyers

Handouts

and much more!

Find copies online at unitedwayvfc.org or contact your UW representative!

MAKE IT FUN!

Let's face it, no one wants to sit through a boring meeting or read a 10 page letter and this is especially true when asking for support! So here are some cool ways for YOU to make things fun and have a successful United Way Campaign!

Offer Incentives!

For employees who make a first-time gift or increase their giving, hold drawings for:

Paid Time Off

Jeans Day/Casual Day

Special Parking Spot

Weekend at a B&B

Gift Cards

T-shirts and Give-aways

Event or Movie Tickets

Free Meal

Boss Delivers Coffee for a Week

Special Event Ideas

Special events are a great way to raise money, raise awareness and have fun!

Dunk Your Boss Raffle

Bake Sale

Pizza Party

Pancake Breakfast

Casual Day

Car Wash

Baby Picture Contest

Yard Sale

Crazy Hat/Costume Contest

Scavenger Hunt

Kick-Ball Game

Ice Cream Social



Investments That Get Results

What This Place Needs Is YOU!



Creating a community that thrives takes all of us working together. United Way is the most powerful investment you can make in your community. Your contribution is pooled with gifts from other caring people to fund programs and initiatives that create real lasting change. Every donation helps and many of our agencies utilize matching grants to make your donation go further!



\$1 A WEEK
(\$52 Annually)

By giving up a vending machine candy bar each week, you can help a family keep their home through financial and foreclosure counseling.

\$5 A WEEK
(\$260 Annually—Emerging Leader)

For the price of a foot-long a week, you can give victims of domestic violence a safe home for up to 4 months.



\$2 A WEEK
(\$104 Annually)

Give up 2 sodas a week to give a child the opportunity to be healthier, happier, and improve grades by participating in organized sports.

\$10 A WEEK
(\$520 Annually—Leadership Level)

For less than the cost of a large pizza, you can provide one adult with individualized literacy training.

\$3 A WEEK
(\$156 Annually)

Give up a latte once a week to provide children with a safe place for supervised family visits.

\$23 A WEEK
(\$1,196 Annually—Leadership Level)

Cook dinner for two at home, instead of going out and you can sponsor an at-risk child for one full year and give them the opportunities for a brighter future through afterschool programs.

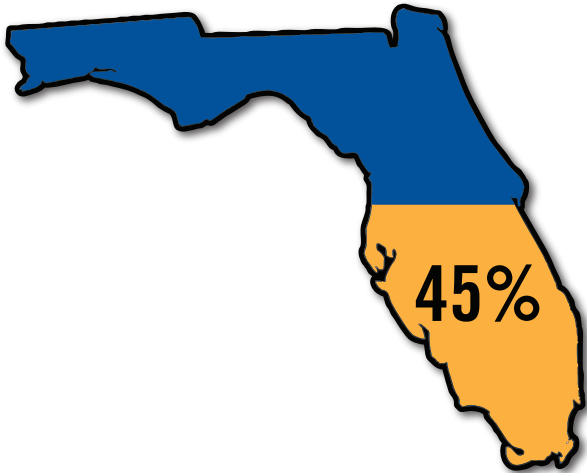
United Way of Volusia-Flagler Counties
www.unitedwayvfc.org

3747 W. International Speedway Blvd., Daytona Beach, FL 32124 • 386-253-0563



ALICE

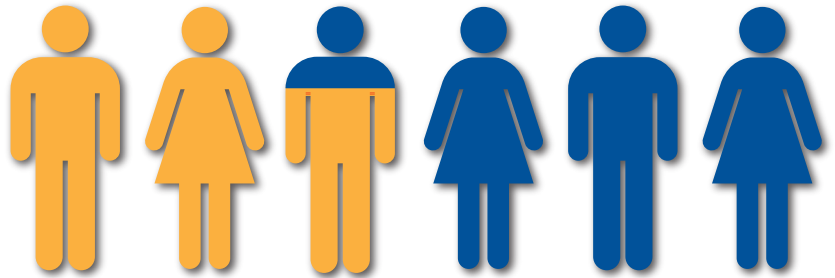
ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED



WHAT IS ALICE?

United Way's *ALICE Report* is a groundbreaking study on the financial hardship of local communities. ALICE households make more than the Federal Poverty Level but fail to earn enough income to meet the basic survival budget for their community.

WHO IS ALICE?



Over 100,000 households in Volusia & Flagler Counties are at or below the ALICE threshold.

By The Numbers

	Volusia	Flagler
Median Household Income	\$40,106	\$42,856
ALICE	29%	30%
Poverty	17%	12%
Housing Affordability	Poor (45)	Poor (42)
Job Opportunities	Poor (50)	Poor (44)
Community Support	Good (58)	Fair (52)

For Housing Affordability, Job Opportunities, and Community Support, each is an index with a scale of 1 (worst) to 100 (best).

Household Survival Budgets				
	Single Adult		Family (2 adults, infant, and pre-K)	
	Volusia	Flagler	Volusia	Flagler
Housing	\$596	\$601	\$866	\$872
Child care	\$0	\$0	\$950	\$1,054
Food	\$176	\$176	\$531	\$531
Transportation	\$350	\$350	\$699	\$699
Health care	\$107	\$107	\$426	\$426
Miscellaneous	\$138	\$138	\$361	\$375
Taxes	\$151	\$152	\$134	\$164
Monthly Total	\$1,516	\$1,523	\$3,968	\$4,122
ANNUAL TOTAL	\$18,196	\$18,276	\$47,617	\$49,469
POVERTY ANNUAL TOTAL	\$11,170	\$11,170	\$23,050	\$23,050

Source: U.S. Department of Housing and Urban Development (HUD), U.S. Department of Agriculture (USDA), Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS) and State Treasury, and ChildCare Aware, 2012; American Community Survey, 1 year estimate.

46% & 42%
VOLUSIA & FLAGLER

HOUSEHOLDS THAT FAIL TO REACH THE SURVIVAL BUDGET



@yourunitedway

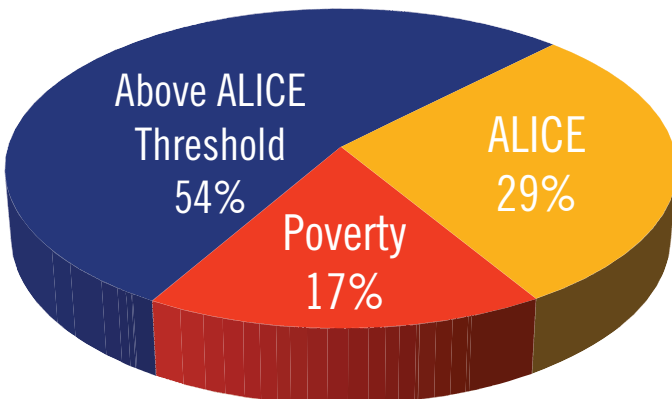




The ALICE Impact

	Impact on ALICE	Impact on Community
HOUSING: Live doubled up or in substandard housing	Inconvenience; health and safety risks; increased maintenance and utility costs	Stressed worker; absenteeism; unplanned school changes
CHILD CARE AND EDUCATION: Substandard	Safety and learning risks; health risks; limited future employment opportunity	Future burden on education system and other social services; less productive worker
FOOD: Less healthy	Poor health; obesity	Less productive worker/student; future burden on health care system
TRANSPORTATION: No car	Limited employment opportunities and access to health care/child care	Reduced economic productivity; higher taxes for special transportation; greater burden on emergency vehicles
HEALTH AND HEALTH CARE: Underinsured	Forgo preventative health care; more out-of-pocket expenses	Workers report to job sick; spread illness; less productive; absenteeism
INCOME: Low wages	Longer work hours; pressure on other family members to work (drop out of school); no savings	Tired or stressed worker; higher taxes to fill the gap
SAVINGS: No savings	Crises spiral quickly, leading to homelessness, hunger, illness	Costs for homeless shelters, foster care system, emergency health care

Households In Volusia



What YOU Can Do:

Build **AWARENESS** – Share the ALICE Report and its findings to help raise awareness.

Improve **ACCESS** – Contact United Way’s 2-1-1 to find already existing programs and services. Seek out new solutions for local challenges.

ADVOCATE For Change – Talk to your friends, coworkers and elected officials about The ALICE report.

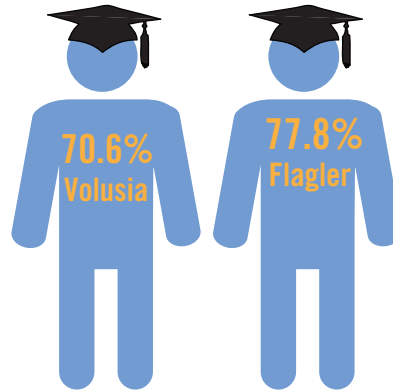
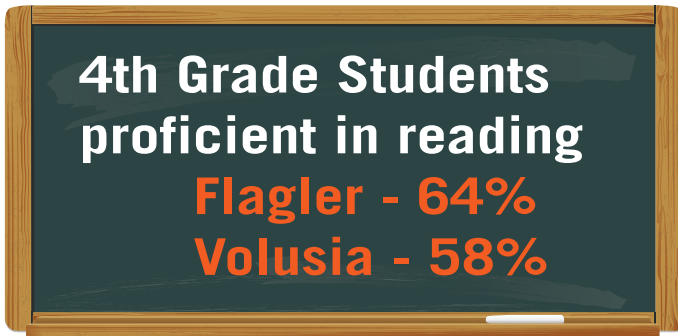
FIND OUT MORE AND GET THE FULL REPORT AT UNITEDWAYVFC.ORG/ALICE

Community Needs Snapshot

Why the services of United Way and its Partner Agencies are needed in Volusia and Flagler Counties.



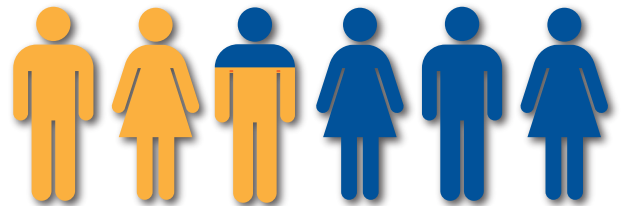
Education: *The cornerstone for individual and community success*



Graduation Rates



Income: *Promoting financial stability and independence*



Over 100,000 (46%) Households in Volusia & Flagler Counties are below the ALICE threshold and are unable to afford to basic needs. ALICE stands for Asset Limited, Income Constrained, Employed.



Health: *Improving people's health and well-being*

The Cost of Eating Healthy:
It costs \$1.50 extra per person, per day to eat healthy.
For a family of 4, that means \$6 a day, which quickly adds up!



County Health Rankings:

#45 - Volusia

#22 - Flagler

Out of 67 Counties in Florida.

2014-2015 Annual Report: Quick Snapshot Overview

Complete version of Annual Report online at unitedwayvfc.org

United
Way



Volusia-Flagler Counties

UNITED WAY ADVANCES THE COMMON GOOD BY
GIVING PEOPLE THE OPPORTUNITIES FOR A BETTER LIFE.

What we do & what we fund.



Education

The cornerstone for individual and community success



Income

Promoting financial stability and independence



Health

Improving people's health and well-being



Basic Needs

Providing necessities to those most in need

Helping 1 out of 3
in Our Community



51 Funded Programs
through **29** Partner Agencies

Program Results by the #'s.

\$1,413,928

saved on prescriptions with
FamilyWise & Coast2Coast

20,893

2-1-1 referrals for help
for things like food, rent,
utilities and other services

\$494,013

saved in tax prep fees through
Campaign for Working Families

38,716

hours served by 4,661
volunteers at 115 local
nonprofits - Volunteer Center

\$113,000

raised by both Women's
Initiative groups to help
women & children

60,000

pounds of food collected
through Women's Initiative of
Flagler's Chicks With Cans

\$254,022

distributed via the
Emergency Food and
Shelter Program

We Raised:

\$2.7 Million



Through Workplace Giving (84%), Corporate Gifts,
Grants, Individuals, Special Events and more!

Our Impact:

\$6.9 Million

Thanks to the programs, matches,
initiatives and more, your dollar goes
further to help build a better tomorrow!



YouTube

@yourunitedway



HERE FOR YOU! THANKS TO YOU!



Investors like YOU make these services available for people like YOU!



GET HELP! Dial 2-1-1

Sometimes we all need a little help, but we do not always know where to begin. The first step to getting help is dialing 2-1-1. Trained Information and Referral Specialists will help guide you in the right direction to get the help you or someone you know needs.



MORE MONEY!

Let's face it, we could all use a little extra money in our pockets! United Way offers a variety of ways that help you keep a little more money in your pocket each month.



FREE Prescription Discount Cards:

- FamilyWise Prescription Discount Card – save an average of 35% on your medications! This program has already saved our community over \$4.7 million!
- Coast2Coast Discount Card – save not only on prescriptions but also on vision, dental and even veterinarian services!
- Download your copy of either card online at unitedwayvfc.org



FREE Tax Preparation

- Come tax time, we all want to get back the biggest refund possible!
- Get all of the deductions and credits available to you!
- Save on fees for preparation and refund loans!
- IRS trained and certified tax preparation volunteers mean that you can rest easy knowing your taxes are done correctly.



FREE Financial Education

- Now that you've got that extra money in your pocket, learn the tools and skills necessary to properly manage that money!
- Free financial education classes are offered year-round through United Way's Campaign for Working Families.
- A variety of courses are utilized to meet your financial education needs.



GIVE BACK & GET MORE!

Volunteering has proven benefits that go far beyond the lives that you touch! United Way's Volunteer Center can connect you to hundreds of volunteer projects that can help you build friends, improve your health, build a better team at work, learn skills and so much more! View the current list of volunteer opportunities online at unitedwayvfc.org

Need more?

United Way funds more than 50 programs in our community through our Partner Agencies. These include services for all ages and all walks of life. Go online to see the list of funded programs and other available services for people like YOU thanks to donors like YOU!

UNITEDWAYVFC.ORG

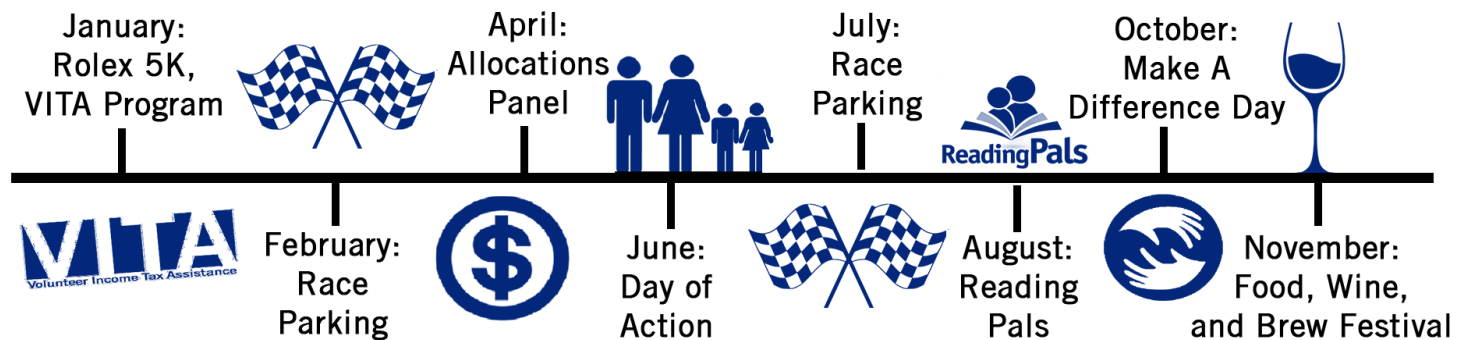


Cathy's Story: "From confusion to clarity"

Moriah's big, brown eyes sparkled with a light that declared confidence and curiosity. "What's that letter?" I asked, subtly holding my breath in hopes that she would finally recognize it. I watched as the stormy look of confusion crept its way in and clouded her bright eyes and I began to let out a disappointed sigh, "Not again," I thought. But in an instant, that gloomy look gave way to a shining light of clarity as she smiled and boldly said, "That's a 'C'." I felt the warm smile spread across my face as I contemplated the joy of allowing this precious little girl to go from confusion to clarity.



Annual Volunteer Opportunities



Cory and Eddy's Story: "A Place to Call Our Own"

As you might imagine, uprooting your life and moving to a new area comes with a lot of challenges. Nine years ago, my wife and I faced these difficulties head on when we moved from Minnesota to Deland. We jumped right in by serving with youth and our local United Way. Volunteering gave us a place to call our own. Now, we challenge you to find new ways and places you can explore and learn by volunteering with United Way.

United Way of Volusia-Flagler Counties Annual Sponsorship

Below provides a summary of opportunities that will help to ensure continued community impact through supporting United Way functions. We hope you can help support one or more opportunities!

Reading Pals	Reaches 600	Annual	\$250+
Volusia School Ambassador Breakfast	250 Attendees	October	\$100+
Flagler Schools Breakfast	80 Attendees	January	\$100+
EDUCATION			

Financial Symposium	100 Attendees	November	\$300
Campaign For Working Families: -Money Smart Program -Teach Kids to Save -VITA	Reaches 6,000	Annual	\$500+
FINANCIAL STABILITY			

2-1-1 Sponsorship	Reaches 6,800	Annual	\$600+
HEALTH			

Volunteer of the Year Luncheon	500 Attendees	April	\$300+
VOLUNTEER			

Campaign Posters	Reaches 1,200	July	\$1,000
Direct Mail- Donor Request Mailing	Reaches 1,000	September/ October	\$250+
Herbert M. Davidson Award Dinner	400 Attendees	May	\$1,500
Women's Initiative Volusia Power of the Purse Luncheon	450 Attendees	August	\$500+
Women's Initiative Flagler Power of the Purse Dinner	200 Attendees	August	\$250+

COMMUNITY ENGAGEMENT



GIVE. ADVOCATE. VOLUNTEER.
UnitedWayVFC.org

For more information, please contact Alicia Casas, Director of Resource Development at 386-275-1940 or acasas@unitedwayvfc.org



Live Heroic. Live United. Become a United Way

BUSINESS SUPERHERO!

Some heroes are so strong they can lift an entire community! United Way is advancing the common good by giving people the opportunities for a better life in Volusia and Flagler Counties. When your company invests with United Way you're creating a stronger community and being a hero to those in need and you don't even have to wear a spandex costume! Find out more:

386-253-0563 unitedwayvfc.org

	United Way Superhero \$7,500+	Community Action Superhero \$5,000+	Community Advocate Superhero \$3,000+	Community Superhero \$1,200+	Neighborhood Superhero \$750+	Junior Superhero \$500+	Jr. Superhero In Training \$250+
Tax Deductible: up to the legal allowable limits.	✓	✓	✓	✓	✓	✓	✓
Certificate: to hang in your office for the world to see.	✓	✓	✓	✓	✓	✓	✓
Name on Wall of Thanks: located in the United Way board room	✓	✓	✓	✓	✓	✓	✓
Name on United Way Website: links and logo for top tier.	✓ and logo!	✓	✓	✓	✓	✓	✓
Promoted at 3 United Way Events: including Kick-off, Finale, Volunteer of the Year.	✓	✓	✓	✓			
Annual Report Promotion: name and logo for highest tier.	✓ and logo!	✓					
Company Name in Email Signatures: on all United Way staff	✓						
Social Media Recognition: name and website linked to on facebook, etc.	✓						
Printed Advertisement in local paper(s): minimum 1/4 page ad.	✓						

Client Stories

Feel free to share these stories of lives that have been changed thanks to United Way of Volusia-Flagler Counties and our Partner Agencies.

Have a story that you would like to share? Please email it to: celkins@uwvfc.org

Boys & Girls Club: Thank You from a Proud and Grateful Mom!

I beam with pride as I watch my daughter decorate a “Boys & Girls Club Family” t-shirt while my younger son reads outloud to me. This is so very different from the life we were living just a short time ago. As a disabled veteran and a single-parent, I never imagined the difference that the Edgewater Boys & Girls Club would have on my family.

My son used to struggle with the basics of reading and now he loves to sit and read with us every night. He also dreamed of playing sports, but we could never afford it until the Club let him play with other kids in their football tournament.

My daughter’s serious health problems prevented her from engaging with others kids and she felt alienated. Mr. Rex, the Club Director, worked with our family to create a comfortable, caring, and supportive environment for her to get the help she needs. The improvements in my children’s behavior and grades have been remarkable! Going from D’s and F’s to A’s and B’s is nothing short of a miracle!

Domestic Abuse Council: Finding the Courage to Take Control

Dana felt the fear tug at the corners of her heart, but she had to stay strong for her daughters. She knew what needed to be done, and she couldn’t just sit around and take it anymore. Bruised and in pain, she dialed 9-1-1. But she was worried if they would they even listen to her. He used to be a cop, would his old buddies try to cover for him? Thankfully, the operator put her in touch with the Domestic Abuse Council’s emergency shelter program. She gathered up what she could and rushed her two girls out the door; he’d be back soon.

Once she arrived, her fear slowly dissipated. No longer driven by the terror of the unknown, Dana was in control. She knew what steps needed to be taken to keep her daughters safe, and the shelter was able to help her implement them. In just one short month, Dana had received an injunction for her family’s protection, she returned safely to work, she found relocation assistance, completed a DCF case plan, and secured safe housing for herself and her children. Most of all, Dana escaped a world that she might not have ever had the courage to leave, if it wasn’t for the Domestic Abuse Council.

Feel free to make as many copies of these as you need! Pre-printed copies also available.



Volusia & Flagler

2-1-1TM

Get Connected. Get Answers.

UNITED WAY OF VOLUSIA-FLAGLER COUNTIES, INC.


Call 2-1-1 or 386-253-0564, online at www.211Live.org

Call 2-1-1:

- For free information about available area resources
- To find community resources when you need them
- To volunteer or donate to local nonprofits
- 24 hours a day, 365 days a year

2-1-1 service may not be available to all areas in Volusia & Flagler counties, or from all service providers. If your provider doesn't connect you to us, please call 386-253-0564.

Brought to you by your **United Way**.



Volusia-Flagler Counties



PRESCRIPTION SAVINGS CARD

BIN..... 610194
 Card ID..... FAM700
 Group ID..... FAM700
 PCN..... FW

Proudly Partnered With 

Show this FREE card to your pharmacist to save up to 75% on your prescriptions

For questions call Pharmacies: 877-HELP-977
 Cardholders: 866-810-3784

This is NOT Insurance - Discounts Only

PAY LESS FOR PRESCRIPTIONS

- Save up to 75%. Average savings of \$20 per prescription. Your discounts are applied automatically.
- Use for every prescription. No activation required. For everyone without insurance or medicine not covered.
- Show this card to your pharmacist for immediate savings. Accepted nationwide at over 60,000 pharmacies.
- Administered by EnvisionRxOptions. See website for details. Some restrictions apply.

www.familywize.org





United Way of Volusia-Flagler Counties

United Way works to advance the common good by focusing on the three building blocks for a good quality of life—education, income and health.

We are recruiting people and organizations from across Volusia and Flagler Counties who can bring the passion, expertise and resources needed to get things done.

We need YOU to join us. You can give, you can advocate and you can volunteer. When we work together to build a better community, we Live United.

Bin#: 008878 Group#: UWFL11050

ID Number: ()

ID Number is patient's 10-digit phone #, please add 01, 02, etc. for dependents after 10-digit #. (Example: 123456789901)

Processor NetCard Systems/RxWest

Pharmacy Only Help Desk: 1-888-886-5822

To Cardholder: If you have any problems processing your prescription please call 1-800-931-8872 while at the pharmacy




Coverage: Individual & Family • PBM is WellDyneRx

THIS PLAN IS NOT INSURANCE

Present this card and your prescription to any participating pharmacy. At the time of service you are responsible for payment of your prescriptions. This program is VOID WHERE PROHIBITED BY LAW.

Patient Services; Servicio para Pacientes: 1-800-931-8872

Additional Benefits: Dental/Vision/Hearing/Veterinary
 Prepaid Lab/Imaging Discounts/Diabetes Savings Program
 More information: www.coast2coastrx.com

This is NOT insurance. Discounts are only available at participating pharmacies. By using this card, you agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and by pharmacy. The program administrator may obtain fees or rebates from manufacturers and/or pharmacies based on your prescription drug purchases. These fees or rebates may be retained by the program administrator or shared with you and/or your pharmacy. Prescriptions purchased through this program will not be eligible for reimbursement through Medicaid, Medicare or any other government program. This program does not guarantee the quality of the services or products offered by individual providers. We do not sell your personal information. Call the member toll-free number on the back of your ID card to file a complaint related to this program.