

# Why Conduct a United Way Campaign?

## **Benefits to the Company**

- A United Way campaign positions the company as responsive to the needs of the community in the eyes of their peers and customers.
- A positive and productive employee campaign promotes team work and creates team-building throughout the company.
- A United Way campaign informs the employees on how to access programs and services available to their families and friends in Ventura County.

## **Benefits to the CEO**

- A United Way campaign allows the CEO the opportunity to position himself as a community leader.
- It allows the CEO to provide a valuable service to his employees at no cost since this is usually an extension of Human Resources.
- Creates a more cohesive work force within the company.

## **Benefits to the Employees**

- A United Way campaign allows the employees to make philanthropic contributions to the community through payroll deduction.
- The employees will gain increased knowledge of available services and programs and how to access them.
- Enables both management and employees to come together for a common cause.

## **Benefits to the Agencies and United Way**

- Increases dollars that bridge the gap between needs and resources.
- Increases awareness of the agencies within the community.
- Broadens the base support of both contributors and volunteers.

## **Benefits to the Community**

- Increases everyone's awareness to growing local needs.
- Helps create support and activities within the community to meet these needs.
- The community becomes a better place to live and work.