



2024-2025 WORKPLACE CAMPAIGN GUIDE



**UNITED WE
IMPROVE
LIVES**



Trident United Way

Thank you...

...for your leadership and advocacy in working to strengthen our community so that all families have the opportunity to thrive. Your dedication to our community truly makes an impact on the lives of our Tri-County neighbors.

"As an Employee Campaign Coordinator, you have the ability to inspire your colleagues, professional contacts, friends and neighbors to join you in making impactful change in our community. Together, we know we can build a stronger Tri-County, because UNITED, we thrive."

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



"Thank you for dedicating your time and talent to this community, and for supporting the work of Trident United Way. We are so thankful for your hard work, vision and commitment to LIVING UNITED."

~ Michael Samuel
Trident United Way
2024-2025 Campaign Cabinet Chair

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Top Reasons to Give to Trident United Way



Local giving, local results

Serving all 93 zip codes in Berkeley, Charleston and Dorchester Counties, we ensure local donations make a local difference, right here in the Tri-County.



Vital connections

We build stronger, more resilient communities through collaboration by partnering with numerous local agencies to co-create solutions for complex issues.



Community investment

Our quarterly competitive grant process distributes funds to qualifying Tri-County nonprofits to provide direct services that are vital to our neighbors' success.



Customizable giving

Together, we'll find the giving option that works best for your organization, such as recurring online payments and payroll deduction plans.

Meet ALICE®

An equitable framework showing the true need in our community so that we can support our neighbors when and where they need it most.

DID YOU KNOW

40% of Tri-County households live below the ALICE Threshold?

ALICE represents the **Asset Limited, Income Constrained, Employed** families who live and work in the Tri-County.



The ALICE Threshold is the minimum household income to meet all basic needs, including housing, child care, food, transportation, technology, etc. This does not allow for savings nor an emergency fund.

Although 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.

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?

Many of us are ALICE or have been ALICE. We all know ALICE as a friend, a neighbor, a child's daycare teacher, a favorite restaurant server or the receptionist at your doctor's office.

How do we apply ALICE in our work?

Trident United Way uses the ALICE data report and framework to help pave the way to financial stability for ALICE families, connecting them to immediate support 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](https://www.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 say they do not donate: **“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 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

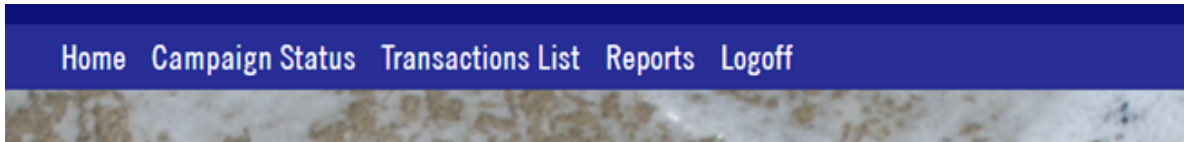
ePledge ECC Instructions

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.

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.

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.

Job Number	Job	Names	Date	#Pages	Size	Type	Status	Description
719458	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

CORPORATE PARTNERSHIP OPPORTUNITIES



EVENTS, COMMUNITY IMPACT/VOLUNTEER, DAYS OF CARING AND MORE!

Our valued corporate partners align themselves with social responsibilities and community-centered initiatives while gaining meaningful engagement and exposure opportunities. These sponsorships are offered at a variety of commitment levels to closely align with your organization's goals and values. We want to help you create a positive impact in our shared community and within your organization.

CORPORATE PARTNER INVESTMENT PACKAGES

CHANGEMAKER - pledge \$25,000 or more annually

EMPOWERMENT PARTNER - pledge \$15,000 annually

IMPACT PARTNER - pledge \$10,000 annually

RELIANCE PARTNER - pledge \$5,000 annually

UNITY PARTNER - pledge \$2,500 annually

WHY SPONSOR?

- BENEFIT** from elevated corporate identity and a global nonprofit
- REINFORCE** your company's good corporate citizenship
- EXPERIENCE** guaranteed reach of local marketing exposure
- SUPPORT** engagement activities to keep donor funds directed to community impact

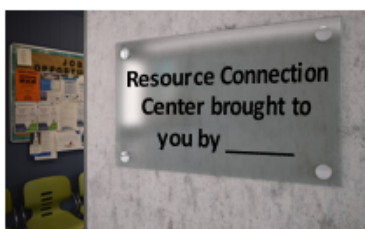


For a comprehensive breakdown of sponsorship levels and associated benefits, visit tuw.org/corporate-partners

ADDITIONAL SPONSORSHIP OPTIONS

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 your TUW advancement liaison to discuss 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 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. Members invest in Trident United because of its strategic vision, and its ability to bring community and business leaders to the table to create smart solutions. With nearly 1,200 Palmetto Society members contributing more than \$1.1 million, the group is dedicated to making our community a better place.

We hope you will continue to join us as champions of positive change.






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 passionate community leaders and philanthropists
-  Unique volunteer and community outreach events
-  Opportunities to join Trident United Way committees, initiatives and programs
-  Community-focused educational and professional development opportunities
-  Special communications about key events, new data and community impact news
-  Recognition in Trident United Way annual leadership listings

DONOR NETWORKS



AFRICAN AMERICAN LEADERSHIP COUNCIL

Trident United Way's African American Leadership Council (AALC) is a network of engaged African American and minority leaders in the Tri-County who create lasting change for communities of color with the power of philanthropy.

WOMEN UNITED

Trident United Way Women United (WU) is an engaged network of philanthropic leaders committed to improving the lives of women and children in the Tri-County through the sharing of treasure, time and voice.

YOUNG LEADERS UNITED

Trident United Way Young Leaders United (YLU) is a community of passionate leaders age 40 and under dedicated to driving positive change in the Tri-County area. Our commitment to giving, volunteerism and advocacy empowers young philanthropists to make a real difference.

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

“Our students are truly amazing, and they come from a challenging environment. As a Title I school, many of our students come from backgrounds with substantial needs that can affect their educational experience. The resources and supplies we provide each year are vital to their success. These essential items not only help ease financial burdens for our families but also foster a sense of optimism and readiness for the school year, regardless of their circumstances. This support makes a significant difference, empowering our students to focus on learning and achieving their potential.”

Johnathon Wideman, A.C. Corcoran Elementary School Principal



CHANGEMAKER GRANT

Maria Kelly founded Amor Healing Kitchen inspired by the comfort that home-cooked meals provided her mother during cancer treatment. “I felt it was a way to offer comfort and strength during that time,” she said. Today, Amor Healing Kitchen serves those facing health challenges, with around 60% of clients battling cancer and others dealing with diabetes, heart issues, or postnatal recovery.

Rapid expansion has tripled the organization’s client base, making new equipment essential. “Trident United Way’s Changemaker Grant was crucial for purchasing coolers and food processors to meet the increased demand,” Maria explained. The kitchen provides 80% of its services free of charge, alleviating financial and emotional stress for clients who often face significant challenges.





A client at the Dorchester Resource Connection Center needed to purchase a pair of work pants required for their new job. They would not have the funds for the pants until receiving their first paycheck but could not begin the job without them. Through Trident United Way's Barriers to Employment Fund, our case manager was able to purchase and send a week's worth of pants and a pair of non-slip shoes to the client's home.

While the investment was relatively small in terms of funding, it enabled the client to begin work knowing they had all the materials they needed to show up prepared and succeed in their new position.

A manager at a local retail store had concern for a long-time employee, Paula, and contacted our Dorchester Resource Connection Center in search of help. Paula had suddenly taken custody of her teenage grandchild who was struggling with health issues and could not be left alone. As a result, Paula had to scale back to part-time work so that she could be home before and after school. Additionally, when the child's mother left, she took the SNAP and Medicaid cards with her.

Thankfully, Paula's manager knew about Trident United Way's Resource Connections Centers and reached out. Our team was able to get Paula assistance for rent, food and utilities so that she could be there for her grandchild.



"Susan's" husband recently left her alone with their young son, suddenly making her the sole parent and singularly responsible for all their bills. In this difficult time, she had to immediately regroup and find a way to support her family. Fortunately, she was able to quickly secure employment, but she still needed help to cover costs until her first paycheck arrived. Our Berkeley Connection Resource Center was able to secure a one-time payment of \$1,320 for rental assistance and offered support in creating a budget to keep her on track in the months and years ahead.



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

- How many zip codes are in the Charleston Tri-County region?
 - 146
 - 53
 - 93
 - 78
- When was Trident United Way founded?
 - 1944
 - 1996
 - 1978
 - 2000
- What does ALICE stand for?
 - Assess Limited Income Changes Economically
 - Asset Limited Income Constrained Employed
 - Acronyms Likely Contain Creative Explanations
- What is the hourly wage needed to cover basic household expense for 1 adult and 2 kids in the Tri-County?
 - \$42.16/hr
 - \$23.55/hr
 - \$12.32/hr
 - \$35.74/hr
- Where do T UW donations go?
 - Local agencies and programs addressing basic needs
 - Other United Ways
 - Buy the CEO a Ferrari
- How many Resource Connection Centers does Trident United Way operate?
 - 1
 - 2
 - 3
 - 4
- Trident United Way was founded under a different name. What was the original name?
 - Community Champions
 - Community Chest
 - Charleston United Way
 - United Way of Charleston
- How much does T UW commit to awarding to other nonprofits during each Changemaker Grant cycle?
 - \$25,000
 - \$50,000
 - \$100,000
 - \$200,000
- By what grade must students be reading on grade-level in order to stay on track for graduating high school?
 - 5th Grade
 - 3rd Grade
 - 7th Grade
 - 1st Grade
- What are the names of the Trident United Way donor networks?
 - African American Leadership Council
 - Young Leaders United
 - Women United
 - All of the above



TRIVIA KEY:

1. C

2. A

3. B

4. A

5. A

6. B

7. B

8. D

9. B

10. D



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

A DAY IN THE LIFE

of Your Contribution to Trident United Way



START!

It's 8:30 am and a father of 3 was able to cover his electrical bill with assistance from the TUW Basic Needs Fund.

It's almost noon and a mother of 2 just received her tax refund thanks to the help of SC Thrive's free tax filing assistance.

It's 12:45 p.m. and a group of volunteers from a local corporation just packed 1,000 lbs. of nutritious food that will be purchased and distributed through FoodShare Berkeley County.

It's 9 a.m. and a woman is working with an intake specialist at TUW's Resource Connection Center to strengthen her resume, get free training and apply for a new job.

It's 5 pm and a man is riding home from work using his new motorized vehicle with funds matched by TUW's Barriers to Employment fund. This has cut his commute time significantly, saving him hours once spent walking over a 2-mile stretch to and from his job.

It's 3 p.m. and a young man just walked out of a TUW Resource Connection Center where he received help enrolling in SNAP and a free medication assistance program. As a result, he can soon pickup life-saving prescriptions he needs at the pharmacy.

It's 1:30 p.m. and an entire classroom of 2nd graders is reading books donated to their school by the AALC Book Drive.

It's 6:30 p.m. and a family in McClellanville SC sits down for a homecooked meal of nutritious food from the health clinic - available from the Food Pharmacy program supported by TUW.

It's 8:00 p.m. and a man called 2-1-1 to get help after getting laid off. He ends the call with referrals to 3 agencies that can offer him different types of support, training and benefits.

It's 10 p.m. and a pastor just used CharityTracker to find a food pantry close to his church, so that his congregation can organize a food distribution event after next Sunday's church service.

FINISH!
(The day may be over, but our work is far from done!)

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 and 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://www.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:



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Trident United Way



tuw.org



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