UNITED WAY CAMPAIGN

REACH 207,000

AND CHANGE FOR THE BETTER

Last year, 53,000 people donated to the United Way Campaign, raising $13,303,633 for our local community and helping 207,000 individuals and families in need make positive changes in their lives.

REWRITE SOMEONE'S STORY. LIVE UNITED™

United Way

United Way
of Buffalo & Erie County

COMPANIES THAT GIVE, GROW

When you run a United Way Campaign, your company, your employees and your community benefit in numerous measurable and deeply rewarding ways.

YOUR COMPANY

- A United Way Campaign helps you build a positive reputation for your brand and increases consumer loyalty to your brand
- 85% of American consumers have a more positive image of a product or company when it supports a cause they care about*
- 80% of American consumers are likely to switch brands, similar in price and quality, to one that supports a cause*

YOUR EMPLOYEES

- A United Way Campaign builds employee morale and loyalty while fostering a sense of teamwork and pride
- 93% of employees who are involved in their company's cause efforts say they are proud of their company's values, and 92% say they feel a strong sense of loyalty to their company*
- 69% of Americans consider a company's social and environmental commitments when deciding where to work*

YOUR COMMUNITY

- A United Way Campaign helps thousands of individuals in need in our local community—improving Education, Income, and Health & Wellness throughout the region
- Education—Helping children succeed in school, helps ensure a strong workforce for the future
- Income—Fostering financial stability for every family, helps strengthen our community's economy
- Health & Wellness—Ensuring that everyone has the ability to live healthy, safe, productive lives well into their senior years, yields a better quality of life for all of our citizens

WE MAKE IT EASY

United Way helps you make the most of your company's time and resources while meeting your philanthropic goals. We can tailor a campaign experience to meet your specific needs, and we provide you with everything you need in a turnkey Campaign Coordinator's kit—from sample letters to posters to pledge forms or e-pledge emails.

Simply call 716-887-2614, and we'll help you get started.

Nina S., Northeastern Erie County, NY

At the peak of her career, the onset of Meniere's disease forced Nina to retire. She suffered balance issues and could no longer drive. Then, she was also diagnosed with breast cancer. Ultimately, she was forced to sell her home, and her cancer advanced quickly because she wasn't able to get to her critical care treatments. Thankfully, with the help of a United Way funded program at Hearts and Hands: Faith in Action, Nina receives volunteer-provided transportation to lifesaving medical appointments and is able to stay in her beloved home.

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United Way ™

*WWW.CONEINC.COM/RESEARCH, 2010

uwbec.org