



WHY RUN A CAMPAIGN?



United Way of Buffalo & Erie County

THERE ARE MANY BENEFITS TO PARTNERING WITH THE UNITED WAY.



BUILD YOUR TEAM

Share your support of the United Way with your employees:

- Employees who can impact the community where they live while at work through volunteering, professional development opportunities, and donating report greater satisfaction.
- Community involvement also helps attract, engage, and retain high-performing employees.
- 79% of millennials and 69% of Generation Xers take a company's corporate social responsibility into consideration when deciding where to work.



BUILD YOUR BUSINESS

Show your customers you care about our community:

- Your support is acknowledged in United Way materials and online, giving you positive exposure for your efforts.
- 93% of consumers are more loyal to companies that are socially responsible.
- 55% of customers are willing to pay more for products from socially responsible companies.



BUILD YOUR COMMUNITY

You share our passion for the place we call home:

- Supporting the United Way of Buffalo & Erie County channels funds directly into the communities in which you work and live.
- If your employees need services from any of United Way's partner agencies, you and your company will benefit from the stronger, healthier community that we are supporting.

VISIT UWBEC.ORG/FOR-COMPANIES TODAY TO LEARN HOW YOU CAN START A CAMPAIGN.

United Way of Buffalo
& Erie County

716.887.2626 | uwbec.org

