



United Way generates support from the community (raising funds, recruiting volunteers, leveraging knowledge and skill sets) in collaboration with our funded partners. Your participation in the United Way campaign and the stories and examples you share with us are essential to raising funds and support in the community.

If your organization receives funding, the stories and examples you provide may be used in videos, posters, brochures, media advertisements, workplace or community presentations, company portals and other marketing initiatives. Additionally, we will contact your speakers to represent your organization and your partnership with United Way during the annual campaign. New speakers are welcomed throughout the year, and training will be offered on sharing impact stories.

1. ORGANIZATION NAME

2. IMPACT STORY

Please share a short story about positive personal change that resulted from past United Way support of your agency (or if you have not received past funding, then please provide a story). The story can be about a client, volunteer, board member etc. You do not need to identify clients, and you may change details to protect their privacy. It is important that it be formatted as a story, not a testimonial. A format has been provided below for guidance.

Format

Beginning

Who is the story about, what happened that the person came to be involved with your organization? What are some interesting and/or relevant things about that person?

Middle

What happened once the person was involved with your organization? Did they receive help, and if so, what changed? Did they give help, or go on to accomplish other things?

End

What was the end result? How has the life of a person improved/changed or how is the community different? What was United Way's role, if any, in making this happen?

3. COST TO IMPACT

Please include specific examples of what each of the following amounts of United Way funding can provide for your clients in terms of services or resources.

\$10 provides:

\$50 provides:

\$100 provides:

\$500 provides:

\$1000 provides:

4. ORGANIZATION SPEAKERS

United Way often asks agency partner representatives (staff, volunteers, clients, Board Members) to speak at campaign events such as workplace kickoffs. Please list members of your organization who can be contacted directly for speaking engagements. If you prefer that all speaking requests go through a specific person (ex: Executive Director) then please just list that contact.

NAME	ROLE	PHONE	E-MAIL

5. ADDITIONAL SUPPORT

Is there anything else that you would like United Way to promote about your organization? Or are there other ways that our team can support you to achieve your goals?

Possible examples:

- a workshop that you offer
- a social enterprise service
- a service that may benefit local businesses
- a unique volunteer opportunity
- an innovative project or partnership
- a special need of your organization for skills, items etc.