

Moving
Forward
United

CAMPAIGN MATERIALS AND RESOURCES

Running a campaign should be fun and easy. Here are tools, resources, and materials to help you out.

United in hope and resilience.

Heart of Arkansas United Way has been improving lives and strengthening our community since 1923. Nearly 100 years later, our commitment remains, as we strategically respond to the unique challenges of our time. We can build a community that is stronger than ever, where individuals and families can build their financial strength, where all children have the chance to grow into their full potential, and where there is a strong safety net that provides support when the unexpected throws us into the hands and hearts of our neighbors.

Your gift to United Way helps one person put food on the table, and another find a safe place to live. Your gift helps a child recover from trauma and grow toward healing. United in hope for a strong future, and the resilience to fight for the community we love, we are moving forward toward a community where everyone can thrive.

EDUCATION

To respond to the disruptions of the 2020 school year and children's changing needs, United Way invested in adaptive, wrap-around services. Our grants to youth-supporting agencies provided tutoring help kids on academic track, as well as mentoring and civic engagement to build their social-emotional strength. From preschoolers to high schoolers, we're preparing students to be our community's next leaders.

7,278 children received academic supports to help them stay on track through the disruption of COVID-19.

FINANCIAL STABILITY

In an uncertain economy, United Way has worked with partners to come alongside individuals and families, acting as a scaffolding for those looking to build toward their future. We invest in case management that helps people work toward housing and income stability, programs that develop the skills needed for new job opportunities or higher education, and training to empower entrepreneurs to achieve their dreams and contribute to our small business economy.

4,884 people built new skills and knowledge to strengthen their financial stability.

HEALTH

United Way has a long-term track record of partnering with agencies who respond to trauma, abuse, and other mental health needs. In the last year, that commitment has been more important than ever. As COVID-19 created mental health crises for many, our partners served a significantly greater number of clients with counseling, education, and crisis intervention. Together, we're providing a safe and holistic path toward healing and hope for those recovering from crisis situations.

6,043 people received mental health counseling, education, and crisis intervention.

SAFETY NET

In the last year, many found themselves seeking support for the first time. ALICE finds in particular, ALICE lives above the Federal Poverty Line, but often struggles to make ends meet, meet in the future, or save in case of crisis. Our network of partners was ready with a safety net of support in food, housing, utilities, medication, and referrals to additional resources. We're leveraging corporate and federal dollars to offer a safety net that does more than just catch, that provides support, and the opportunity to bounce back.

40% of Arkansas live below a basic cost of living threshold, and struggle to meet the needs of their families.

heartaruw.org | @heartaruw | @heartaruw

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PLEDGE FORM
United Way
Heart of Arkansas United Way

Your gift to United Way will help us fight for the education, financial stability and health of every person in our community.

Mr/Ms/Ms/Dr First Name MI Last Name Suffix
Home Address City State ZIP
Phone Cell Home Work Email Address Personal Work
Company
 I have donated to United Way for 10 years or more, when _____ (approximate year) and I am a Legal Contributor.

PAYMENT METHOD

Payment Deduction Direct Gift
 Debit \$50 \$25 \$10 \$5 Other \$ _____ per pay period My gift: \$1,000 \$500 \$200 \$100 Other \$ _____
 Debit _____ of my salary \$ _____ each pay period (see back) Endowed cash or check (pledged to Heart of Arkansas United Way)
 Number of annual pay periods: 12 24 36 48
 My total payroll deduction pledge: \$ _____
 Charge my credit card. For your security, call Heart of Arkansas United Way at 501.376.4567 or go to www.heartaruw.org and click on CARD NOW.

LEADERSHIP GIVING

Leadership Gifts to United Way are \$1,000 or more per year, or just \$25 per week. Your gift can be combined with your spouse's to qualify, and gives you the opportunity to join one of our Leadership Giving Groups. Please choose the group(s) you and/or your spouse are interested in learning more about (based below).

Spouse's name _____ Spouse's Gift \$ _____ Employer _____
 My/our names may be published as follows: I prefer that my gift remain anonymous.

Women United* connects women from across our community who are committed to philanthropy, networking, and action.
 Continue United members are 55 or older, and wish to stay active and engaged in our community while contributing their time and talents.

OPTIONAL Please check my gift to the following (check all that apply)

I want United Way to invest my gift in the **COMMUNITY INVESTMENT FUND** for the greatest impact. \$ _____
 I want to invest in one or all of United Way's Focus Areas: EDUCATION \$ _____ HEALTH \$ _____
 FINANCIAL STABILITY \$ _____ I authorize United Way to release my name to this organization.

SIGNATURE REQUIRED: _____ Date: _____

Gifts to United Way are tax-deductible to the extent allowed by the law. Please use a check, money order, or a credit card. Heart of Arkansas United Way does not provide any goods or services in exchange for your donation. Please have a copy of this form for your personal tax records. *Top-Step Payroll Pledge Address Only. Check Back. Open Space.

OUR WEBSITE: HEARTARUW.ORG

Learn more about United Way and how to get involved in our work.

ONLINE TOOLKIT: HEARTARUW.ORG/CAMPAIGN-TOOLKIT

Here's just a sample of what's available in the campaign toolkit. Many of the print pieces are available from United Way. Just ask your United Way Account Manager for copies.

- **Campaign Materials** - Campaign brochure, campaign poster, virtual special event ideas and volunteer opportunities, and more!
- **Logos** - Download our United Way logo to add to your internal communication, or to show your support publicly on your website or social media presence.
- **Sample Emails** - Build your message to employees from our templates.
- **More about United Way** - Learn more about our work in education, financial stability, and health, and how we've supported those most impacted by COVID-19.

BUY ONLINE: UNITEDWAYSTORE.COM

Looking to order custom products to add some pizzazz to your campaign? You can find a variety of promotional items and United Way branded apparel at unitedwaystore.com.