UNITE TO CREATE POSITIVE LASTING CHANGE

2016 Employee Giving Campaign
TOGETHER, WE CAN DO MORE THAN ANY OF US CAN DO ALONE

WE FOCUS ON TWO FOUNDATIONS OF BETTER LIVES —

EDUCATIONAL SUCCESS

• Enter school ready to learn
• Develop critical social and academic skills
• Get support outside of school to avoid risky behavior, stay in school, and graduate

FINANCIAL OPPORTUNITY

• Safe housing, healthy food, and quality childcare
• Job training and placement
• Access to financial advice
We deliver the greatest impact by:

- Providing **unrestricted funds** to our nonprofit agency partners. This allows each agency to apply the funds where they are needed most, to deliver the greatest impact.

- Harnessing the **power of communities** working together – individuals, businesses, nonprofits, and government agencies – to deliver lasting change.

- Mobilizing **thousands of volunteers** to help those in need.

- Identifying the **most pressing issues** and targeting resources to the areas of greatest need

- Funding the **most effective nonprofits** and programs, measuring their progress against agreed objectives, and providing them with extensive support.
families won’t become homeless because of United Way programs

What if every parent could build a better life for their children?
You can open the door to opportunity for 68,000 adults and their families through:

- Job training and placement
- Life-changing financial education
- Emergency assistance with food, heat, housing, and access to benefits
Life-changing outcomes in a single, convenient location

Clients who receive “bundled” services are three to four times more likely to achieve a major financial stability outcome than clients receiving only one service.

| Financial education and coaching | Live on a budget, reduce debt, and build savings and assets for the future |
| Credit counseling and repair     | Increase credit scores needed to obtain “good loans” and many jobs |
| Workforce development, education and training | Gain basic skills and jobs skills to increase employability, income and economic independence |
| Job search support and referrals | Get a job, start or advance on a career path |
| Free tax prep and EITC support   | Obtain and utilize tax refunds to achieve goals or invest in long-term assets (home, car or education) |

FINANCIAL STABILITY CENTERS
A network of six community based centers that provide integrated financial coaching, job placement and access to community and public resources all under one roof.

“I nearly lost my home during the housing crisis and was forced to sell via a short sale. Everything is different this time. I know exactly what I am doing and why. I will always be very grateful for the education and support I received.”

— Nancy Reyes
New homeowner thanks to Lawrence CommunityWorks, United Way’s partner for the Lawrence Financial Stability Center.
of youth who received academic help progressed to the next grade

What if every young person had an equal shot at opportunity?
Academic programs that keep students on track to graduate
Mentors that inspire youth to stay in school
Programs that foster leadership skills and promote productive citizenship

The warning signs of dropout can be seen as early as third grade. Help ensure that 30,000 youth receive supports such as:

• Academic programs that keep students on track to graduate
• Mentors that inspire youth to stay in school
• Programs that foster leadership skills and promote productive citizenship
BoSTEM

Boston students enthused about Science, Technology, Engineering and Math

A bold new collaboration of proven community leaders dedicated to engaging all Boston middle school students in STEM opportunities by 2020.
**Why Focus on Middle School?**

- Interest in Math and Science wanes as students move into the middle grades:

<table>
<thead>
<tr>
<th></th>
<th>Science</th>
<th>Math</th>
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</thead>
<tbody>
<tr>
<td><strong>4th grade</strong></td>
<td>27%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>8th grade</strong></td>
<td>14%</td>
<td>27%</td>
</tr>
</tbody>
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- There are known opportunities for only 6.4% of BPS students to participate in STEM enrichment experiences in an Out-of-School Time program.

- 94% of 8th graders make course decisions based on intended college major and future career interests.
BoSTEM Program Model: STEM Learning Ecosystems

A Learner-Centric Model
Young people spend 20% of their waking hours in school, which means that they spend 80% of their time learning outside of the school system. We need to create an ecosystem that better connects all of their learning environments.

Building Capacity
In order to reach more students and provide them all with meaningful learning experiences, we need to invest in the infrastructure that connects all of these learning habitats.

Learning Ecosystem Infrastructure
Partnerships in this learning ecosystem depend on program assessment data, system-wide information management, and access to high quality professional development.
How You Can Get Involved

One TIME
- Workplace Field Trip
- Guest Speaker
- Facilitate or assist with STEM-related activity
- Homework helper
- STEM Kits
- Career Panel Speaker

Multi DAY
- Facilitate or assist with STEM-related activity
- Homework helper
- Mentorship
- Science Fair
- Family Engagement Night

Long TERM
- Citizen Teacher
- BoSTEM Advisory Committee
Massachusetts Institute of Technology for your continuous support!
Your gift is helping to create positive, lasting change for people in need.

$112,693.00

YOUR GIFT:

FINANCIAL OPPORTUNITY

$37,189
of your total donation is supporting programs that ensure individuals and families have safe housing, healthy food, quality childcare and earn enough to support themselves.

EDUCATIONAL SUCCESS

$75,504
of your total donation is supporting programs that ensure children enter school ready to learn, develop critical social and academic skills and get the support they need to stay in school and graduate.

YOUR IMPACT

356
families will avoid homelessness.

212
individuals will gain job skills and/or job placement.

YOUR IMPACT

127
children will be more ready for kindergarten.

275
youth will be better able to succeed in school and graduate.
EMPLOYEE CAMPAIGN: Department Ambassador’s Role

1. PROMOTE & PUBLICIZE THE CAMPAIGN!
   - Get people motivated
   - Education is critical in reaching your organization’s campaign goal—Inform employees about how their contributions can help the community

2. PROMOTE LEADERSHIP GIVING: $1,000+
   - Peer-to-peer solicitation is key in leadership giving

3. FOLLOW UP WITH EMPLOYEES
   - Remind them to check their inbox and/or visit the Employee Community Giving site to renew or make a new gift

4. THANK EVERYONE! CELEBRATE SUCCESS!
   - Thank everyone who contributed to the campaign and invested in United Way, and tell everyone how much the campaign raised.
   - Thank everyone again! The value of generously thanking everyone involved cannot be overestimated.

5. GET FEEDBACK FOR NEXT YEAR’S CAMPAIGN
   - Critique the campaign with campaign committee, colleagues, and United Way relationship manager to better plan for next year’s campaign.
The most **good** for your money:

- **$5** per week can buy developmental screening for 5 children ages 0-5
- **$10** per week can buy summer learning and enrichment programs for 4 elementary school children
- **$20** per week can buy emergency rent to help a struggling family avoid homelessness
FEEL GOOD knowing that your gift is creating opportunities like helping someone become the first in their family to go to college, giving young children the benefits of early learning or providing job training and placement.
Common Questions from Donors

**Overhead too high:**
Overhead at the United Way is about 15% of total public support. This is 20% lower than the Better Business Bureau’s recommendation for nonprofits and is necessary to maintain the high quality staff we employ and impactful initiatives we run.

**Why not designate my donation?**
Contribute to United Way as a way to make a difference on a large-scale. One gift through United Way helps more people in more ways than a gift to a single agency. By supporting United Way, you support all the services the family needs to make it on their own — such as food, housing, job training, child care and after-school programs. In addition, we fund our own initiatives which are also supported through your undesignated donations.

**How does United Way decide which agencies to fund?**
To receive allocations, agencies demonstrate that the services they provide are high quality and achieve important outcomes for children, youth, and/or families. United Way uses a performance-based funding model to provide the best possible stewardship of donor dollars cycle. We place high value on organizations that have a demonstrated track record for meeting and exceeding their performance targets. The amount of funding an agency receives is proportionate to the number of targeted outcomes it produces.
VOLUNTEER!

Make helping others a family value.

Bring your children to the Thanksgiving Project, our annual event to provide meals for 6,500 families in need.
THANK YOU FOR YOUR SUPPORT!