UNITE TO
CREATE POSITIVE
LASTING CHANGE

2018 Massachusetts Institute of Technology + United Way Campaign
United Way Support and Unique Benefits

- Global Company with global brand located in 150 countries
- Local Impact: Local issues, local Board, dollars stay local
- United Way of Mass Bay has more than 100 years of experience in helping organizations build and grow their CSR programs
- 1,200+ local companies engaging with United Way
- Mobilizing 9,500+ volunteers annually
- Ability to convene public sector, private sector, non-profits, community members, and government to make systemic change.
- Impact: 3-tiered strategy
  - Partnerships with 146 local partner agencies who are best in class with what they do
  - UW specific initiatives
  - Public Policy and advocacy
We unite to create positive, lasting change for people in need. We call it harnessing the power of people working together from individuals, nonprofits, companies, and government agencies.

We work every day to achieve our vision and mission by focusing on two foundations of better lives:

**Financial Opportunity** and **Educational Success**:

1. **Financial Opportunity**: Ensuring that all families have safe housing, healthy food and quality childcare. That they have jobs that allow them to support themselves and their families. And that they have access to financial tools and coaching to help build a better future.

2. **Educational Success**: Preparing children to enter school ready to learn, develop critical social and academic skills, and get the support they need to stay in school and graduate.
Partners like MIT are the key to making our shared vision a reality. You support provides critical funding for ground-breaking initiatives and best-in-class partnerships with nonprofit agencies throughout our region. We also mobilize 7,000 volunteers annually through our many community events and affinity groups.

**United Way: What We Do**

**AFFINITY GROUPS:**
- Emerging Leaders
- Women United + WINGS Young Professionals Group
- Real Estate Industry Council and Community Builders Young Prof.
- Private Equity/Venture Capital Leadership and Associate Council
- STEM Leadership Committee

**SIGNATURE COMMUNITY EVENTS:**
- Back to School Drives
- Annual Thanksgiving Project
- Annual Community Baby Shower
- Project Homeless Connect
- Company Global Service Days

**LOCAL PARTNERS:**
- Margaret Fuller Neighborhood House
- Boys & Girls Club
- Greater Boston Legal Services
- YMCA
- Future Chefs

**LOCAL INITIATIVES:**
- Campaign to End Homelessness
- Workforce Development
- Financial Opportunity
- Tax Prep and Credit Building
- Developmental Screenings: Enter School Ready to Learn
- Summer Learning
- STEM Education
- Stay in School and Graduate on Time
United Way Program Spotlight: THANKSGIVING PROJECT

500 volunteers helped distribute over 6,500 families across 10 Boston communities.

$5,000 provides a holiday meal for 100 local families in need.
United Way Program Spotlight: DRIVE

Goal: 23 community partners engaged, data collected on over 2,000 children

Approx. 19% of Boston children show “strong concern” in more than one of five areas of development vs. national average of 15.8%.

$35,000 expands parent-partner system in eight Boston neighborhoods to include a screening and assessment referral tracking system.
United Way Program Spotlight: SUMMER LEARNING COLLABORATIVE

Summer learning loss can add up to a two year achievement gap by sixth grade.

At only $200 per child, UW SLC is infusing literacy into summer programming.

85% of children avoided the full two months learning loss.

69% of participants actually gained literacy skills over the summer.
United Way Program Spotlight: **BOSTEM**

46% of Boston jobs are in STEM fields yet only 6% of our Boston students have access to STEM experiences in out-of-school time.

**Goal:** bring **STEM** to all 10,000 Boston middle-schoolers by 2020.

$1,500 delivers a high-quality STEM kit to a UW program partner.
United Way Program Spotlight: FINANCIAL STABILITY CENTERS

Six innovative “one-stop-shops” for financial coaching and assistance.

Serve over 1,200 people every year.

3,300 people receive free tax prep – returns more than $6 million in tax refunds and $2.1 million in Earned Income Tax Credit benefits.

77% of clients achieve increases in net income, net worth, or credit score.

Average monthly increase in income is $693.
United Way Program Spotlight: MARIAN L. HEARD SCHOLARS PROGRAM

Awarded $130,000 in scholarships this year.

E-Coaches provide ongoing mentorship and support.
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.
United Way Frequently Asked Questions

*How much of my contribution goes toward administrative and fundraising expenses?*
To ensure that your gift has maximum impact, we have reduced our functional expenses by more than 16% over the past five years. The Better Business Bureau recommends that *nonprofits spend no more than 35%* on fundraising expenses; our overhead as a percent of total public support is *15.7%*. Our extremely low overhead ensures that the vast majority of your money goes to people in need.

*How do I know that my contribution will be well spent?*
United Way is the benchmark for fiscal responsibility and effectiveness. All United Way agency allocations are *unrestricted* dollars. Our funding is contingent upon a rigorous review process that ensures all agencies supported uphold the highest degree of operations, management and governance. Agencies must achieve vital outcomes to ensure donors gifts are well invested.

*I prefer to give directly to a few of the agencies in which I am interested.*
Many people have specific causes they passionately support, and we encourage that. We ask though, that you also consider contributing to United Way as a way to make a difference on a large-scale. For instance, a homeless family often needs services beyond finding shelter. By supporting United Way, you support all the services the family needs to make it on their own — such as food, affordable housing, job training, child care and after-school programs.

*Where do you invest? Does United Way run any of its own programs?*
Our vision is based on improving the quality of life throughout our footprint. United Way serves 142 cities and towns in Greater Boston and Merrimack Valley. Many of the organizations we support serve multiple communities. Besides funding agencies, United Way oversees 26+ initiatives. These large scale programs include family homelessness, DRIVE: developmental screenings, BoSTEM, Summer Learning Collaborative, Youth Venture, and Financial Opportunity Centers.

*How much does our local United Way CEO make?* Our 990 Financial Forms are available on our website for all donors to review. A large portion of our CEO’s salary is from an endowment and therefore is not counted towards our overhead.
EMERGING LEADERS: United Way’s young professionals group, makes it fun and easy for up-and-coming Bostonians to fight for worthy causes in our community. Make summer learning fun for kids, impact youth as a mentor, or “Fight United” at our annual fundraiser to benefit students in our Youth Venture entrepreneurship program! Crossing all industries, Emerging Leaders offers networking opportunities, leadership positions, and innovative approaches to connect with millennials such as our “text-to-give” option.

WOMEN UNITED: Women United provides meaningful opportunities for over 1,500 women to connect with each other and their communities as philanthropists and volunteers. Members run our annual Women’s Leadership Breakfast, network with accomplished women, serve as mentors, preparing college care packs, helping to plan the annual Community Baby Shower, and more! WINGS is a group of young professional women who focus on mentoring and supporting future leaders.

REAL ESTATE INDUSTRY: Annual Real Estate and Building Industry Leadership Breakfast is one of the industry’s top philanthropic events, with over 1,200 attendees representing 297 firms in our region run by our Real Estate Industry Council and Community Builders Young Professionals. Beyond their day jobs, this volunteer group connects with each other and their community through hands-on volunteer projects and spirited networking and fundraising events.

PRIVATE EQUITY AND VENTURE CAPITAL INDUSTRY: United Way’s relationship with the private equity and venture capital (PE/VC) industry has been built over the course of twenty two years. Originally focused on one annual event, the PE/VC Leadership Breakfast, this relationship has expanded to include the development of signature volunteer projects and partnerships on United Way strategic initiatives. Industry impact is spearheaded by two volunteer boards: the PE/VC Leadership Council and the PE/VC Associate Council.

STEM INDUSTRY: Influential leaders from the region’s health care, science, technology, and engineering industries gather together for an annual Breakfast and corporate volunteer events. Advocates from our STEM Leadership Committee fundraise for our BoSTEM program to foster excitement among Boston’s middle school students for math, science and technology and expose them to our region’s innovation economy.
THANK YOU

LIVE UNITED

United Way