

# **2017 LOCAL WORKPLACE CAMPAIGN TOOLKIT FOR EMPLOYERS**

Accessible version

## **WELCOME TO THE 2017 KINGS UNITED WAY LOCAL WORKPLACE CAMPAIGN**

Without your hard work and generosity, our work to support local charities would not be possible. By agreeing to participate in the Kings United Way Local Workplace Campaign, you will be an integral part of the success of the campaign.

If there is anything we can do to make it fun and/or easy, please feel free to contact us. We are here to help!!

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# LETTER TO PARTNERS

## LIVE UNITED

August 15, 2017

To “LIVE UNITED” means that we are willing to be part of something bigger than ourselves. It means that we are willing to lend a hand to our friends and neighbors when times get tough. The spirit of community is imbedded into the culture of Kings County and we hope you will join in the workplace campaign to keep that spirit alive.

The local workplace campaign will be starting soon and we have a renewed commitment to meeting our core mission of supporting local charities. We are reaching out to you to help us achieve that mission.

Local charities who receive support through United Way are well known and assist us all. They have been vetted by the Kings United Way Board of Directors and you can be certain they have met the criteria to be considered a United Way “affiliate”. The network of thirteen (13) local agencies supported through the United Way workplace campaign are listed below:

Champions Recovery Alternatives  
Children’s Storybook Garden  
Church of the Saviour Soup Kitchen (The Soup Kitchen)  
Hanford Pentecostal Church-Homeless Showers  
Happy Trails Riding Academy  
Kings Community Action Organization  
Lemoore Christian Aid  
Lemoore Police Activities League  
Paws & Claws  
Reestablishing Stratford  
St. Vincent de Paul  
The Salvation Army  
United Cerebral Palsy

Please join us in supporting local charities to ensure that children are safe and have the support they need to succeed, families are financially stable and can meet life’s basic needs, all members of our community enjoy healthy and fulfilling lives.

We look forward to working with you.

Sincerely,

Nanette Villarreal

Executive Director

## **2017-2018 KINGS UNITED WAY AFFILIATES**

Champions Recovery Alternatives

[www.championsrecoveryprograms.org](http://www.championsrecoveryprograms.org)

Serves individuals and families affected by substance use and mental illness.

Children's Storybook Garden and Museum

[www.childrensstorybookgarden.org](http://www.childrensstorybookgarden.org)

Offers location for school field trips to learn about gardening, healthy cooking and physical activity.

Church of the Saviour Soup Kitchen

[www.saviourweb.com/ecos-soup-kitchen](http://www.saviourweb.com/ecos-soup-kitchen)

Provides a hot lunch to individuals and families in need.

Hanford Pentecostal Church-Homeless Showers

Provides showers and hygiene items to the homeless.

Happy Trails Riding Academy

[www.happytrailsridingacademy.org](http://www.happytrailsridingacademy.org)

Provides equine therapy for children and young adults with physical, cognitive and emotional disabilities.

Kings Community Action Organization

[www.kcao.org](http://www.kcao.org)

Provides emergency food boxes to families in need throughout Kings County.

Lemoore Christian Aid

[www.lemooreca.org](http://www.lemooreca.org)

Provides food, clothing and holiday baskets for families in need in the Lemoore area.

Lemoore Police Activities League

[www.facebook.com/LemoorePAL](http://www.facebook.com/LemoorePAL)

Provides a safe place for kids to go afterschool. Keeps them focused on education.

Paws and Claws

[www.pawsandclawsfundraising.org](http://www.pawsandclawsfundraising.org)

Assists senior citizens with the cost of pet adoption fees and animal care.

Reestablishing Stratford

[www.facebook.com/ReestablishingStratford](http://www.facebook.com/ReestablishingStratford)

Provides positive community activities for adults and children in the Stratford area.

St. Vincent de Paul

[www.facebook.com/svdphanford](http://www.facebook.com/svdphanford)

Emergency food, clothing and other services provided regardless of religious affiliation.

The Salvation Army

[www.hanford.salvationarmy.org](http://www.hanford.salvationarmy.org)

Provide breakfast, food boxes, utility assistance, rent assistance and holiday assistance to families in need.

United Cerebral Palsy of Central California

[www.ccucp.org](http://www.ccucp.org)

Works to advance the independence, productivity, and full citizenship of persons with disabilities. Provides education and support services.

## **RECOGNITION IDEAS FOR DONORS**

- Incentives
  - Casual Day
  - Catered Breakfast by Senior Management
  - Company T-shirts
  - Special Parking (Reserved/ Covered)
  - Ice Cream Social
  - Special Treats (for high participation)

## **MAKE IT FUN! IDEAS FOR SPECIAL FUNDRAISING EVENTS**

- United Way Workplace Campaign Contests and Fun Ideas
  - Chance Bake Sale
  - Homemade or store bought items are brought in and displayed in a breakroom or cafeteria. Employees purchase chance tickets and winners are drawn.
  - Baby Photo contest
  - Favorite baby pictures are brought in, numbered and posted on a bulletin board. employees purchase a chance to match co-workers with their baby pictures. Employee with the greatest number correct wins a prize.
  - Appreciation Grams
  - Employees can purchase a note of thanks, recognition or good wishes to be sent to a colleague along with candy, flowers, or a small gift.
  - Pumpkin Decorating Contest
  - Employees form teams and create their own unique designs. The pumpkins are displayed and employees vote for their favorite pumpkin by placing money in that team's container.
  - Cultural Day Potluck
  - Employees bring a favorite food that represents their culture. Colleagues pay a fee to taste each dish.
  - United Way Trivia Contest
  - Get your questions from United Way fact sheets and other materials and offer a prize to the person who gets the most questions correct. The quiz can be distributed via voicemail or email.
  - Cook-Off Competition
  - Employees decide on the food that will be featured in the competition and compete to win the most votes. Colleagues pay a fee to taste the entries.

## **CAMPAIGN MESSAGING**

As your organization communicates with employees about the local workplace campaign, please highlight the following messages.

- The money raised here, stays right in our community.
- The words LIVE UNITED mean helping your neighbors when they are in need.
- Giving through payroll deduction is easy and you have a record of your charitable donations at the end of the year.
- United Way charities have been vetted by volunteers and are in good standing in our community.
- A little bit goes a long way. Even \$1 can purchase 5 lbs. of food for needy families.
- Volunteer at local charities to make our community stronger.

## **FREQUENTLY ASKED QUESTIONS**

Kings United Way is a non-profit organization that has been in existence for over fifty (50) years. Our goal for the local workplace campaign is to raise much-needed funding for local charities that make our community better.

### **WHAT DOES KINGS UNITED WAY DO BESIDES RAISE AND ALLOCATE FUNDING?**

Kings United Way operates the county-wide 211 system which provides information on community resources through a call center, website and mobile app titled 211 Intelliful™.

In addition to 211, the agency operates a regional Homeless Management Information System (HMIS) which is a database that houses information from homeless service providers. Both programs provide operating revenue for Kings United Way so that we can keep the overhead for the workplace campaign low.

### **WHO RUNS KINGS UNITED WAY?**

Kings United Way is governed by a group of volunteer Board of Directors. Unlike other national organizations, Kings United Way is an independent 501c3 and is not governed by United Way Worldwide. We pay an annual membership fee to use the United Way name and gain access to workplace campaign resources.

## **WHO DECIDES WHAT IS DISTRIBUTED TO EACH CHARITY?**

Kings United Way has very strict policies pertaining to honoring the designations of donors. If your employer does not operate a donor-designated workplace campaign, those funds are distributed by the Kings United Way Board of Directors. The allocation of those funds is based on an application from the agency, interview with the leadership of the organization and a site visit, if needed. You can be assured that your donation goes to local charities that use donations as represented and truly help those in need.

## **WHAT IS THE OVERHEAD AND HOW DOES IT COMPARE TO OTHER CHARITIES?**

Kings United Way works very hard to keep overhead as low as possible. In 2016, our administration and fundraising percentage was 4%. On average, most United Ways have overhead rates at 10-20%.

Kings United Way is able to keep the overhead rates low because we have secured program grant funding to cover a large amount of our overhead costs.

## **DOES MY CONTRIBUTION STAY HERE IN KINGS COUNTY?**

Absolutely! Whether you designate to a charity to receive your gift or the Kings United Way Board of Directors allocate your gift, it will be given to a local charity.

## **WHAT REQUIREMENTS MUST KINGS UNITED WAY CHARITIES MEET?**

All affiliates of Kings United Way must be a tax-exempt organization that performs essential human services to Kings County residents. The agency must be governed by a volunteer Board of Directors and must meet reasonable standards of fiscal responsibility and efficiency.

## **WHAT IF SOMEONE I KNOW NEEDS HELP?**

Kings United Way operates a free information and referral service called 211. You may dial 211, visit the website at [211kingscounty.org](http://211kingscounty.org) or download the 211 Intelliful™ mobile app.



## THANK YOU FOR LIVING UNITED

Dear Friend:

Thank you for your support of the 2017 United Way workplace campaign. Your hard work and dedication to our community is what makes Kings County a great place to live and work.

We hope to see you and your team at the annual Turkey Trot, held Thanksgiving morning in beautiful downtown Hanford. The 5K walk/run is designed for the whole family and proceeds benefit our local charities.

In April 2018, the annual Day of Caring will feature community service projects benefiting local charities. This would be a great team-building experience. Please contact us for more information.

Thank you for your continued support.



Kings United Way  
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