

United Way of Central Kansas Annual Sponsorship Opportunities

UNITED WAY HOSTS NUMEROUS
EVENTS AND PROGRAMS
THROUGHOUT THE YEAR THAT
ARE ONLY POSSIBLE THROUGH
SPONSORSHIP SUPPORT



United Way of Central Kansas

<p>Our Kickoff Event takes place the first Saturday of August and is our largest fundraiser of the year! Hosting over 200 guests for a night of dinner, drinks, and Entertainment at the Columbus Club.</p>	
<p>Each year we host two Reality U events for local 8th graders. This program is a real life simulation of the 8th graders life at 26 years old based on their school performance and choices they make. They play the role of an adult and try to pay all their bills without going broke.</p>	
<p>This is a casual, catered event at Dry Lake Brewing with samples of locally brewed beer and a sampling of various BBQ meats prepared by A & G Catering. Football is on the TV, drinks are poured, and food is served—all alongside good company, supporting a great cause.</p>	
<p>Box of Love delivers Valentine's Day goodies to homebound seniors across Barton & Pawnee Counties. Each box is filled with everyday items, chocolate, and handmade Valentine's Day cards from daycares and schools.</p>	
<p>Laundry Love provides up to 5 loads of laundry washed and dried for FREE to those in need. We provide this services monthly in both Great Bend and Larned.</p>	

WE HAVE OTHER OPPORTUNITIES AVAILABLE. ASK US HOW YOU CAN GET MORE INVOLVED.

START A WORKPLACE CAMPAIGN

United Way of Central Kansas raises funds each year to support 20 non-profits in Barton & Pawnee Counties. We raise and distribute charitable dollars to agencies that offer health and human services to improve the lives of everyone in our community. The majority of those funds are raised through workplace campaigns.



BENEFITS OF A UNITED WAY WORKPLACE CAMPAIGN

Improve employee attraction, engagement, and retention.

Many employees are looking to work for businesses who share their values. By offering employees an easy way to donate and volunteer their time, your company can convey that the company is concerned with making positive change in our community, which can help you attract and retain employees. Given the value that many job candidates place on working for companies with extensive giving programs that enable them to contribute to charitable causes, corporate philanthropy has emerged as a key differentiator among employers. This is highlighted by a statistic from Rosemary Haefner, CareerBuilder's global vice president of Human Resources, suggesting that nearly three in four candidates would accept less than their lowest target salary to work for a company with a favorable brand.

Increased employee morale.

Companies that run annual employee campaigns document higher morale and teamwork. Employees learn about services provided by United Way and work together to plan and engage in fun activities to raise money as a company: barbecues, raffles, games, and special incentives for givers, like jeans day, bonus day off, or a prime parking spot.

Increased employee community knowledge and involvement.

United Way of Central Kansas funds 20 local non-profits and regularly collaborates with many more. These partnerships, and your business' support of UWCK, means that your employees will know more about the services available in the community and the programs and events that all these non-profits provide for the community.

Tax benefits.

All donations to United Way are tax deductible.

Community recognition.

When you run a United Way campaign you join a ranks of hundreds of individuals and dozens of other companies who have come together to support our community.

COMMUNITY BENEFITS FROM YOUR CAMPAIGN:

Local focus.

Your United Way gift stays here to help our local community. 99% of funds raised by UWCK stay here. Supporting some of the best local health and human service programs in our area. Your gift provides child care, youth programs, elder services and supports funding for victims of domestic violence and child abuse, housing assistance, and other social service programs.

Quality agencies.

Our United Way ensures that your money funds quality agencies to address the most important community needs. Our volunteer Board of Directors from across the area review agency budgets, programs and outcomes to ensure that our dollars have the most impact.

Additional resources.

United Way connects people to services and assistance across the region through our information and referral line. This information is free and available to everyone. Call 2-1-1, it's free and confidential. You can also search our on-line community services directory at <https://211kansas.myresourcesdirectory.com>.

Safety net.

You never know when you, a family member or a coworker will need help from a health or human service agency. That's why we cast a wide net of programs to help. You can find a full list of programs we fund via our Community Partners. <https://www.uwck.org/community-partners>.

HOW CAN I HELP?

Run an employee campaign.

We have a strong community thanks to the dozens of local companies that offer their employees the opportunity to give back through a workplace campaign. Please give your employees the chance to join in this community-wide effort.

Give a corporate gift.

Our community has a high level of United Way corporate giving. A Corporate gift illustrates your organization's commitment to the community through the United Way. This can be through matching employee workplace donations or sponsorship of a United Way event.

Hold a special event or encourage giving.

Many local companies hold special event fundraisers to for the United Way. Some ideas include bake sales, candy sales, cook-outs, change wars, garage sales and golf tournaments.

Encourage your employees to give by offering incentives for participation. A local business, First Kansas Bank, increased giving from 36% participation to 100% by offering a bonus vacation day to any employee who donated their "Fair Share". The fair share calculation is 25% of one hour of pay, per pay period. For example, they make \$15/hr, their contribution per two week pay period is \$3.75. The power of the incentive is that it gets everyone contributing and doing so with a happy heart! If payroll period is monthly, you would adjust that to a higher percentage. As a further incentive, the location/department with the highest percentage of participation was given another vacation day on top of that. Their giving increased by 200%!! Their business is now a Pacesetter Top 15 Company for UWCK.

READY TO TRY A CAMPAIGN?

If you'd like to introduce a workplace campaign to your company, contact Charrell Owings at 620-792-2403 or by email at unitedwaycentralks@hotmail.com.

HOW TO SET UP A PAYROLL DEDUCTION CAMPAIGN

Payroll deduction is the most convenient way to contribute to United Way of Central Kansas. Payroll deduction benefits employees because it allows donations to be spread throughout the year.

Payroll Deduction Set Up:

1. Forward copies of signed pledge cards, where gifts are made by payroll deduction, to your payroll department. Ensure originals are sent to United Way of Central Kansas (via the Workplace Pledge Envelope).
2. Enter pledges of all employees who authorize payroll deduction into your payroll system.
3. Begin deducting the authorized amount from the employee's payroll at the start of the month you indicate.
4. If your organization uses an automated payroll service, simply set up an additional deduction code. The United Way deduction code is similar to, and should be handled the same as any other deduction codes you are already using.

5. If your organization does not use an automated payroll service, simply deduct the authorized amount from your employee the way you would other deductions. Typically, payroll pledges run from the beginning of January to the end of December, but exceptions can be made and facilitated if needed. For first-time campaigns, exceptions can be made by contacting United Way with the total pledge amount for each employee so we can enter pledges to cover the year involved.
7. Please be prepared to respond to any pledge or payment inquiries from United Way or its auditors.

Payroll Deduction Remittances:

1. It is your responsibility to reconcile the payroll account and remit the total amount of employee deductions for each pay period.
2. United Way of Central Kansas can set your business up to invoice monthly, quarterly, or annually. The amount invoiced will be based on your pledged amount. The amount remitted may differ from the pledged amount if an employee has left employment that was a donor.
3. New employees can be added at any time. Please make a notation on your invoice and United Way can adjust your pledged amount.
4. Remit payment, along with the invoice, to UWCK, PO Box 1742, Great Bend, KS 67530.

Tentative Commitment Pledge Form United Way of Central Kansas 2025 Campaign

Please return completed form to UWCK by 11/29/2024

Business Name: _____

Workplace Campaign Coordinator: _____

Number of Employees: _____ Number Participating: _____ 100% Participation? _____
(please update for our records)

PAYROLL CONTRIBUTIONS

A. Total estimated employee payroll pledges (Recurring and one-time) \$ _____

B. Cash, Check, or Bill Me \$ _____

C. Total employee contributions (A+B) \$ _____

D. Corporate Contribution (event sponsor, etc) \$ _____

E. Corporate Matching \$ _____

F. Total corporate contributions (D+E) \$ _____

Total Anticipated Business Contribution (C+F) \$ _____

Would you like to receive statements? Yes _____ No _____

If yes, how often? _____ Monthly _____ Quarterly _____ Annually _____

***It is understood that these figures are estimates and the firm assumes no liability regarding the collections, except to remit exact employee contributions to the United Way of Central Kansas.*

Business Signature: _____ Date Returned: _____