

Talking Points

Make the Case for Support!

OPENING/INTRODUCTION

- Thank you for letting me speak to you today. I am especially inspired this year to lead [Company/Organization's] United Way Campaign because we all know that in these tough times our contributions mean more than ever.
- Every nickel counts. Every volunteer hour matters. Every voice makes a difference. That is what it means to LIVE UNITED—giving, advocating and volunteering to help make our community stronger.
- A contribution today isn't about just helping the chronically disadvantaged. Under present circumstances, the people who need help are likely our friends, colleagues, family members and neighbors.
- Ask yourself—how do you LIVE UNITED?

WHY UNITED WAY

- I know that you all give in your own way. So why United Way?
- United Way provides leadership, funding and volunteers to nearly 700 programs at organizations across Chicagoland—from Chicago to Lisle to South Holland to Waukegan.
- They are focused on the things that our communities, families, colleagues and friends are struggling with most:
 - Staying financially stable enough to pay their bills, getting a job, and accessing financial support when they need it.
 - United Way is helping families obtain adequate, quality health care services and the preventive care they need to live healthy lives.
 - And United Way is investing in our kids. This financial crisis will pass, but we cannot afford to let another generation of youth in our economy be left unprepared for the challenges yet to come. United Way is working to ensure every child has a shot at a quality education.
- In fact, last year more than \$43 million was invested in programs that help families become stable and build strong communities.
- When everyone gives what they can, the collective impact is enormous.

UNITED WAY'S IMPACT: EXAMPLES

- **INCOME:** In part because of your donations, United Way invested more than \$9 million in our region to help families become financially stable, funding financial education programs; job training and placement; assistance for individuals who need access to income supports; and educational services that teach people about banking, credit, saving and investment. This network of 90 programs is making a real difference. Just one example: more than 9,381 individuals received assistance with their tax returns, securing more than \$15.5 million in refunds for low-income families.
- **EDUCATION:** United Way provided \$15 million in funding for programs in our community to help our children succeed in school and life. Just one example is the *United Way African American Initiative*, which convened providers, community leaders, congregations, school officials and youth themselves to ensure that boys 10 to 16 stay on track to graduation, understand employment opportunities and possibilities, and assume healthy family and social roles. The initiative, operating in five area communities, is making a real difference: More than 90% of AAI participants are on track for grade promotion (compared to 40% of their peers).

- **HEALTH:** United Way invested more than \$19 million of your dollars to help families improve their health by funding programs that provide access to adequate, quality health care services and preventive care. For example, United Way funds Access DuPage, a program that provides comprehensive health care services to approximately 12,000 community members annually. Since each dollar of direct cost service provided by Access DuPage is matched by more than \$15 in donated care, Access DuPage is able to provide health care services for less than \$400 per enrollee. In 2008, Access DuPage enrollees received more than 28,000 low cost primary care visits, and more than 63,000 prescriptions were filled on their behalf. Helping low-income families access reliable and affordable health care saves each patient an average of \$943 each year, and more importantly, helps prevent costly medical problems in the future.

UNITED WAY IS A GOOD INVESTMENT

- United Way respects your dollar. They understand that you are donating because you care. You care about how your money is spent, you want to know it makes a difference, and you want it spent wisely.
- United Way utilizes a rigorous review process for funding applications, involves expert volunteers from the community in the decision making and demands measurable outcomes from the organizations it funds. This means that your dollar goes to proven programs making a real difference in your community.

UNITED WAY MOBILIZES COMMUNITIES TO IMPROVE LIVES

- United Way pulls together the resources it takes—money, volunteers and voices—to have the biggest impact on improving lives and communities.
- United Way is not just a funder—United Way is a leader, an advocate and an organization that understands that volunteering is also a critical way to help those in need. Through *Days of Caring* and many other opportunities, United Way connects people who can help to people who need it.
- As a recognized advocate for programs that serve our youth, our elderly parents, the disabled and disadvantaged, United Way is heard—in City Hall, in Springfield, in Congress. When policies or budgets create barriers to accessing critical services or solutions require government action, United Way is at the table.

THE ASK

- Today I am asking you to give to United Way. If you have not yet contributed to United Way, please consider doing so this year.
- Please give what you can. Just as people can accomplish more when they work together, each dollar adds up to make a meaningful impact on our community. Each donor is valued and appreciated.
- Let's demonstrate that [Company/Organization] is LIVING UNITED. When we all contribute what we can, as much as we are able, we can make a big difference.

THANK YOU

- Thank you for all you have already done—last year our [Company/Organization] raised \$ AMOUNT for our community through our United Way campaign. It is only because of the generosity of each and every one of you that, together, [Company/Organization] made a meaningful impact on Chicagoland.
- Let's join together once again to exceed this goal!