

BENEFITS OF A WORKPLACE FUNDRAISING CAMPAIGN



1

BRAND RECOGNITION

We share your brand through our social media, large check presentations, and our annual celebration.

2

ASSOCIATION WITH OUR BRAND

Association with Head of the Lakes United Way provides additional recognition on a local level through our 100-year history in the region. It also provides association with the United Way brand, one of the world's most recognized philanthropic organizations.



3

YOUR ORGANIZATION GETS CREDIT FOR EMPLOYEE GIVING

In addition to contributions you give through corporate gifts, employee giving is included in your organization's fundraising total.

4

GOODWILL WITH EMPLOYEES

Your partnership shows that you care about our community by providing an opportunity to give with easy options like automatic payroll deductions

5

HELP YOUR COMMUNITY

Our vision is to improve the health, education, and financial stability of EVERY person in EVERY community we serve. When you **Give. Advocate. Volunteer.** your workplace helps us in this effort.



Head of the Lakes
United Way

HEAD OF THE LAKES UNITED WAY
424 W Superior St STE 402, Duluth, MN 55802
(218) 726-4770 | www.hlunitedway.org

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