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.