As the 2017-2018 Campaign Chair for United Way of Metro Chicago, I am excited to welcome you to the United Way team. I have a long history with United Way and I am very passionate about this organization’s mission and accomplishments. United Way has been an important part of my life and my family for many years. I began my involvement in United Way in 1976 as a Loaned Executive in South Bend, from there I served on an Agency Board in Akron, Ohio; then on to Toledo where I served on the Board of Trustees and was set to chair the 2003 campaign when we moved to Cincinnati. As they say “no good deed goes unpunished” I was asked to Chair the Cincinnati Campaign in 2008 and now again in Chicago. As you might be able to tell, I am a true believer in the power of United Way in being a change agent for communities and the lives of the people who live in them.

United Way just wrapped up their LIVE UNITED 2020 community impact plan, reaching their impact goals in 2016, four years early. This July 2017, United Way launched their new community impact plan, Stronger Neighborhoods for a Stronger Chicago Region. This comprehensive plan solves neighborhood issues using a collaborative and integrated approach that simultaneously addresses the needs of households and neighborhoods. United Way is able to accomplish all of this by working with nearly 200 best-in-class agencies that provide services and assistance in 60 neighborhoods around the six counties.

I am honored and excited to be this year’s Campaign Cabinet Chair. This is a tremendous responsibility and I am confident that together we will accomplish great results this year and as we continue to further our critical work in the community.

Sincerely,

Bob Sullivan
2017–2018 Campaign Chair
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UNITED WAY OF METROPOLITAN CHICAGO CABINET VISION

Through engagement of corporate partners, individuals and foundations, the United Way cabinet advances the vision of stronger neighborhoods, providing strategic insight on corporate philanthropic priorities, providing financial support, and sharing of corporate assets.

RESPONSIBILITIES

1. Serve as an ambassador for United Way by sharing the story and impact of our work across your network
2. Consider your own personal investment with a gift to United Way
3. Participate in meetings with other corporate leaders to advance and/or explore their interest in partnering with United Way
4. Actively participate in Campaign Cabinet meetings
5. Provide strategic guidance on messaging, donor engagement and other United Way activities
6. Serve in a leadership role in your organization’s United Way campaign, as appropriate
7. Identify other potential volunteers and donors
8. Share your corporate assets with United Way to increase donor engagement and acknowledge their generosity
UNITED WAY DRIVES IMPACT

HOW DOES UNITED WAY DRIVE IMPACT OR CHANGE?

When you give directly to United Way you help us identify, develop, fund and convene agencies and coalitions that create lasting impact in neighborhoods across the region.

STONGER COMMUNITIES
5 THINGS YOU NEED TO KNOW ABOUT UNITED WAY OF METRO CHICAGO

1 We are the largest non-government funder of health and human services and the most effective convener in the region. With more than 85 years of experience we know the people, politics and players in each neighborhood and how to best coordinate them.

2 United Way of Metro Chicago has developed a comprehensive strategy and integrated approach to solve the Chicago region’s most pressing issues.

3 We have a collaborative and transparent process for accountability and results, and we only work with vetted agencies that have the staff and resources to deliver on their mission.

4 We have the scale to drive maximum impact because we work with 177 best-in-class agencies throughout 60 communities across six Chicago region counties.

5 When you give a donation directly to United Way, you do the most good for the most people because United Way does what no one agency can do alone—which is get your dollars to where it is needed most.
5 THINGS YOU SHOULD KNOW ABOUT THE CHICAGO REGION

1 65% of Illinois students are not proficiently reading at grade level in 4th grade. (Annie E. Casey, Kids Count, 2015)

2 1 in 17 Chicago adults live with a serious mental illness such as schizophrenia, major depression or bipolar disorder. Yet, only 50% of adults in Chicago who report psychological distress are receiving treatment. (National Alliance on Mental Illness—2013, Healthy Chicago 2.0., Chicago Department of Public Health—2016)

3 18.7% of Chicagoans have no health insurance (Chicago Health Dept., Healthy Chicago 2.0)

4 Illinois parents earning at or near the $8.25 state minimum wage do not make enough to meet their families’ basic needs. (Voices for Illinois Children, 2014)

5 One in seven people in Cook County will experience food insecurity this year. (Feeding America’s Map the Meal Gap Study, Chicago Food Depository)

WHAT YOUR DOLLAR SUPPORTS

• FOR JUST $2 A WEEK OR $100 A YEAR

Provide a mental health visit at a Federally Qualified Health Clinic

• FOR JUST $5 A WEEK OR $250 A YEAR

Provide an individual with financial literacy coaching and the ability to open a savings account

• FOR JUST $10 A WEEK OR $500 A YEAR

Provide a month of home visiting services for a child birth-3 years old

• FOR JUST $20 A WEEK OR $1,000 A YEAR

(a Leadership level gift) Covers legal services for a survivor of domestic violence or elder abuse

• FOR JUST $100 A WEEK OR $5,000 A YEAR

Provide a year of afterschool programming for a middle school student
WHAT DOES UNITED WAY DO?
United Way of Metro Chicago fights for the health, education, financial stability and safety of every person and every neighborhood across the region.

WHY SHOULD I DONATE TO UNITED WAY?
By allowing United Way to put your donation to work supporting proven programs in communities of need, you’re helping improve lives for individuals and families. Donating to (not through) United Way supports coordinated action and lasting solutions.

WHAT ARE SOME OF UNITED WAY’S RESULTS?
United Way recently reached their LIVE UNITED 2020 goals:

- 60,223 middle school students on track to graduate or be promoted to next grade level
- 133,680 households more economically stable
- 577,121 people connected to a primary care physician
- 5 million people received assistance last year with food, shelter and safety

HOW IS UNITED WAY DIFFERENT?
United Way knows how to drive lasting change. With more than 80 years of experience, we are strategic community partners who have in-depth knowledge of the communities we serve, the issues that affect them and the organizations and programs having the most impact. We bring the right parties together from across the region and across individual neighborhoods to address the big challenges facing individuals, families and communities.

WHAT IS A UNITED WAY NEIGHBORHOOD NETWORK?
United Way Neighborhood Networks are coalitions of community partners providing neighborhood-specific solutions to challenges like educational success, employment, health or related issues facing community members. United Way works with a lead partner in the community to coordinate and implement new and enhanced programming to achieve neighborhood goals.

United Way has Neighborhood Networks in Auburn Gresham, Austin, Brighton Park, Bronzeville, Cicero, Evanston, Little Village, Robbins/Blue Island, South Chicago and West Chicago.

WHERE DOES MY MONEY GO?
Based on both community need and significant research, investments are made in these categories:

- 29% Safety Net
- 20% Health
- 32% Education
- 19% Income

WHAT IS UNITED WAY’S OVERHEAD/OPERATING EXPENSES?
United Way’s operating expenses are 18% of total revenue. This is competitive with the top 100 nonprofits in the U.S. and is well below the industry standard and recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator. United Way keeps a close eye on expenses, while making sure we have the talent, expertise and systems to raise and invest resources for maximum impact.

HOW CAN I MAKE THE BIGGEST IMPACT WITH MY DONATION?
Your investment made directly to United Way (rather than to an agency) supports coordinated action, proven strategies and solutions at scale.

- Support our education work and Exelon will match your gift $1 to $1, up to $150,000.
- Donate directly to United Way (rather than designating to an agency) and Nicor Gas will provide a $1 to $1 match, up to $65,000.
WHERE CAN I FIND A FULL LIST OF COMMUNITIES THAT UNITED WAY SERVES?

United Way of Metro Chicago serves the six county region (primarily Cook and DuPage) from the North-Northwest suburbs to the Western suburbs to the South-Southwest suburbs.

For a full list, visit our website at LIVEUNITEDchicago.org

WHERE CAN I FIND THE LATEST UNITED WAY MATERIALS?

Visit the Online Campaign Toolkit at LIVEUNITEDchicago.org/campaign-toolkit to download all United Way materials. The site is updated frequently, so check back often.

WHICH NON-PROFITS DOES UNITED WAY FUND?

Through a competitive grant process, United Way funds 177 agencies serving six Chicago-area counties. For a complete list of nonprofit organizations that receive funding to help improve lives in our region, visit LIVEUNITEDchicago.org/our-partners.

HOW CAN I GET INVOLVED WITH UNITED WAY?

There are many ways to be part of United Way’s work. You can GIVE, ADVOCATE and VOLUNTEER.

1. Visit LIVEUNITEDchicago.org and GIVE today!

2. Contact your elected officials to ADVOCATE for health and human services.

3. VOLUNTEER at your company Day of Caring event!

4. Get social with us! Like us on Facebook, follow us on Twitter, check out our impact on Instagram and see our work in action on YouTube!

5. Get involved with our Women’s Leadership Council, Young Leaders Society or United Pride affinity groups.

HOW DO I GET A TAX RECEIPT FOR MY DONATION TO UNITED WAY?

In accordance with IRS guidelines, United Way sends tax receipts to donors who give one-time gifts of $250 or more.

To request a duplicate receipt or a receipt for donations under $250, please contact Customer Service at 312.906.2204 or unitedwayhelp@uw-mc.org.

WHERE CAN I REFER SOMEONE WHO NEEDS HELP?

Anyone in need of human service support can call one of the following numbers:

- Chicago ........................................ 311
- DuPage County ............................... 800.942.9412
  or ........................................ www.dupagecrisis.org
- Kane County ................................. 630.966.9393
- Lake County ................................. 847.775.1000
  or ........................................ www.findhelplakecounty.org
- McHenry County ............................. 815.334.4510
- Will County ................................. 815.722.3344
  or ........................................ www.crisisline247.org
- South Suburban Cook County ......... 708.966.9HUB(9482)
  or ........................................ www.hubrelief.org
- Homeless Prevention Services ........ 800.426.6515
- Find a food pantry ....................... 773.247.3663
United Way of Metro Chicago invests in basic needs support—food, shelter and safety from violence or abuse—for the whole region; focuses on proven strategies in education, financial stability and health in 60 high-need communities; and coordinates community action toward common goals in ten United Way Neighborhood Networks, improving individual lives, neighborhoods and our entire region.

**KEY:**
- Basic Needs support across our six-county region (Cook, DuPage, Will, Kane, Lake and McHenry counties)
- Education, financial stability and health in 60 partner communities
- United Way Neighborhood Network communities
United Way of Metropolitan Chicago’s Volunteer Services department facilitates diverse experiences that engage, enthuse and educate corporate partners, individuals and stakeholders in order to better support communities of need. We can connect your employees with impactful volunteer experiences in an environment conducive to team building and increased employee morale.

**VOLUNTEER ENGAGEMENT**

**DAY OF CARING CALENDAR**
Our new calendar allows volunteers to serve their communities by meeting the most pressing needs of our agency partners. With the calendar, volunteers can:
- Search through all available projects at a glance
- Sign up your team electronically
- See a better overview of your community’s needs so you understand how you can help

**SKILLS-BASED VOLUNTEERING**
Your professional expertise might be the most valuable thing that you can offer as a volunteer. During these stretched economic times, you can strengthen a nonprofit organization’s infrastructure by offering services they may not be able to afford.

Sign on for a pro-bono project, conduct a skills-share workshop, or offer a consultation day. Many projects can be done virtually, on your own time.

**UNITED WAY CARE PROJECTS**
When you can’t make it out to a project, we’ll bring the project to you. These projects offer educational and participatory experiences for your employees. We facilitate all aspects of the project, including ordering and shipping materials, and facilitating the experience. Please note that these projects require some corporate funding. Available projects include:
- Literacy Resource Kits (Lit Kits)
- New Mom Kits
- New Job Kits
- Other kit-packing opportunities as needed

**COMING SOON!**
**Neighborhood Network Tours**
The best way to understand United Way’s work is to see it for yourself. That’s why United Way will be offering periodic Neighborhood Network tours. Talk to your Relationship Manager to find out about tour availability.

**NEW Holiday Event**
We’ll be premiering a new holiday event featuring more volunteer opportunities. More details will be coming soon!
The Tocqueville Society is a powerful group of more than 650 business, civic and individual philanthropists who embody the spirit of the group’s namesake, Alexis de Tocqueville. Their gifts of $10,000 or more and their passion for investing in the community empower us to fight for the health, education, financial stability and safety of every person in every neighborhood across the region. To foster Tocqueville giving:

- Choose a Tocqueville Society Chair for your campaign and ask them to focus on higher level gifts.
- Promote the Step Up to Tocqueville program, which allows donors to be recognized as Tocqueville Society members by committing to a four-year giving program of $5,000, $6,500, $8,000 and $10,000 and receive all of the benefits of membership in the first year.

Learn more about the Tocqueville Society, including exclusive membership benefits at LIVEUNITEDchicago.org/Tocqueville or contact your United Way representative.

Women’s Leadership Council (WLC) is our affinity group of extraordinary women who contribute gifts of $1,000 or more and come together to celebrate what’s possible when we advocate for lasting change in our community. Women have the opportunity to connect through exclusive networking, social and volunteer events while creating a continuously growing community of highly-engaged women leaders. To build a strong WLC cohort at your workplace:

- For your employees, host an individual WLC Lunch & Learn information session and feature a speaker from United Way for employees to learn more about how WLC supports particular issues.
- Introduce your women’s business resource group to WLC as way to foster engagement.

Learn more about WLC at LIVEUNITEDchicago.org/WLC or contact your United Way representative.
**Young Leaders Society (YLS)** is our affinity group for young professionals (age 40 and under) dedicated to fundraising, volunteering and advocating for United Way. YLS membership gifts start at $250. YLS members are compassionate and committed individuals on a mission to encourage philanthropy and volunteerism amongst their peers in order to create a vibrant region in which to live, learn, work and prosper. To encourage membership:

- Reach out to young employees at your company and share information on how to become a member.
- Host a CEO Chat for YLS members to hear from a CEO and network with other young professionals.

Learn more about YLS at [LIVEUNITEDchicago.org/YLS](http://LIVEUNITEDchicago.org/YLS) or contact your United Way representative.

**United Pride** is our affinity group that serves as a Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) liaison and resource group to United Way donors and employees by advocating for the work of United Way of Metro Chicago. United Pride addresses the LGBT community’s range of needs both to affect change and foster a culture of generosity and inclusion. To create encourage membership:

- Host a United Pride CEO Town Hall meeting where members may network with community and corporate leaders and raise awareness for United Pride.
- Invite your employees to volunteer at a United Pride event to help address the needs of the LGBT community.

Learn more about United Pride at [LIVEUNITEDchicago.org/united-pride](http://LIVEUNITEDchicago.org/united-pride) or contact your United Way ambassador.

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*Based on contributions made during the 2016–2017 campaign year (as of 6/1/17)*
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Treasurer
MARTHA HINCHMAN
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BMO Harris Bank NA

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Allstate Insurance Company

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Co-Founder and Co-Chairman
Corporate Leadership Center

CARY GRACE
CEO, Global Retirement & Investment
Aon Hewitt

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President and Chief Executive Officer
Northwestern Memorial HealthCare

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