UNITED WAY OF METRO CHICAGO CONNECTS COMPANIES TO THEIR NEIGHBORS.

CORPORATE ENGAGEMENT OPPORTUNITIES

GIVE. ADVOCATE. VOLUNTEER. LIVEUNITEDchicago.org
UNITED WAY HELPS ENGAGE EMPLOYEES AND STRENGTHEN COMPANIES.

Proud Employees

- 54% of employees who are proud of their company’s contribution to society exhibit more engaged behaviors at work.
  2012, Dale Carnegie Employee Engagement Study
- Companies with engaged employees outperform companies who struggle with employee engagement by up to 147%.
  2017, Gallup, Inc. Employee Engagement Study

Enhancing your Brand

Consumers favor companies that support social issues:
- 93% have a more positive image of the company
- 90% are more likely to trust the company
- 88% are more loyal to the company
  2015, Cone Communications/Ebiquity Global CSR Study

The Results

- Fifteen months later, this company has completed over eight volunteer engagements with us across the Region and contributed over 3,000 volunteer hours to our communities.
- Even better, team members now enthusiastically lead these engagements and report residual impact of improved team cohesion and camaraderie in addition to community impact. A win for the community, for the company and for United Way’s mission.

Consumer Decision-making

When evaluating products or services, if quality and price are equivalent, social purpose is the number one deciding factor for shoppers globally:
- 42% of North American shoppers would pay extra for products and services from companies committed to positive social and environmental impact.
- 88% of American consumers want to hear about businesses’ social responsibility and it’s impact locally.
  2015, Cone Communications/Ebiquity Global CSR Study

Companies can INVEST WITH CONFIDENCE because we:

- Are UNIQUELY QUALIFIED to deliver interconnected services which move families out of poverty
- Have an OUTCOME-BASED INVESTMENTS and synergistic approach to working with agencies delivers high (1+1=3) ROI
- Use CONVENING POWER that efficiently drives the delivery of services at the community level
- Demonstrate PROVEN SUCCESS with the Neighborhood Network Initiative

PARTNER CASE STUDY

We met with the Chicago office of a multi-national firm to discuss their philanthropic interests. The company encouraged employee led endeavors, yet sought some focus, structure and impact data from their efforts. Their young, passionate team wasn’t necessarily familiar with United Way but was willing to learn and to work with an impactful, proactive philanthropic partner.

The United Way team presented our value proposition and partnership model and asked the company to “try us out”. Not only was the initial volunteer engagement a huge hit, the experience reverberated around the company, with other business units asking for inclusion.

Call Pat Gonzales at 312.906.2262 or visit www.LIVEUNITEDchicago.org to learn more about how strengthening Chicago-area communities can strengthen your business.
UNITED WAY IS A TURN-KEY SOLUTION.

Whether your company is a small to mid-sized business or a multi-national corporation, United Way can develop and execute strategies to help you engage your team in local philanthropy that supports your culture and community interests. We partner with more than 175 agencies in 60 communities around the six-county region so we have the expertise, connections and resources to make sure your company’s engagement in and with local communities is impactful, rewarding and visible.

Company based philanthropy ➤ From turnkey digital assets to compelling impact, speakers and experiences, United Way of Metropolitan Chicago can provide you with the tools and assistance to create a simple and effective corporate fundraising campaign.

On-site staff volunteer projects ➤ Build team cohesion and camaraderie while learning about an issue and making a meaningful difference for a neighborhood or nonprofit agency. Multiple project options available.

Affinity group membership ➤ Connect your employee resource group with one of ours. United Way Women’s Leadership Council, United Pride (LGBT) and our Young Leaders Society (professionals age 40 and under) encourage philanthropy and provide valuable networking opportunities throughout the year.

Great sponsorship opportunities ➤

• Provide financial or in-kind support to one of our affinity groups (Women’s Leadership Council, United Pride, Young Leaders Society) and reach targeted audiences important to your business;
• Underwrite one of United Way’s special events, such as United for the Holidays (holiday giving), Celebration (year-end thank you luncheon or Ignite (Young Leader’s Society annual cocktail fundraiser);
• Sponsor United Way programmatic initiatives in issue areas (education, financial stability, health, basic needs).

“Lockton has been a supporter of the United Way in Chicago for over a decade and partnered with them in numerous ways to drive support to our local communities. Our work with United Way has been extremely rewarding, and it has helped strengthen our own culture of volunteerism and philanthropy.”

Casey Warnecke
Chief Operating Officer, Lockton Companies, LLC
United Way of Metro Chicago works daily to improve lives and strengthen communities by bringing critical resources in education, financial stability, health and safety to the people and neighborhoods of highest need in our region.

United Way of Metro Chicago works with partners large and small all across the region and coordinates solutions on-the-ground in high need communities. Through our coordinated approach we reach a million people each year.

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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 of Metro Chicago Neighborhood Network communities