

# Employee Campaign Coordinator Guide

## Talking about United Way

Has anyone ever asked you what does United Way do? The framework below will set the stage for discussing United Way. Once you share this framework you can explain your connection to United Way and why you give and volunteer and what it means to you.

Always extend an invitation to people who are interested in learning more about United Way to visit our website, follow us on social media, and/or volunteer with us.

**Mission:** To inspire and coordinate the generosity and commitment that sustains a united, thriving community.

**Vision:** United Way envisions a community united in its efforts to ensure that individuals and families achieve their full potential.

- Your contribution, when combined with gifts of others, makes a powerful impact and supports a vital, local network of health and human services that work together to help those in need.
- United Way's four key impact areas are: Basic Needs, Community Wellness, Promoting Independence, and Thriving Children.
- A single gift to United Way will address many challenges in our community and affect hundreds of thousands of lives.
- Supported programs include early care and education, child development, employment training, physical and mental health care, crisis intervention, shelter, emergency/disaster preparation, and response and recovery service.
- United Way operates the Gemma E. Moran United Way/Labor Food Center which provides food and household items to more than 90 free emergency food programs. United Way also supports 2-1-1 Connecticut for free information and referral 24/7 and Project Warm-up for one-time, emergency heating assistance during the winter months.
- United Way also administers the New London County Fund to End Homelessness, New Capacities to increase the number of financially stable households in Norwich, the Emergency Food and Shelter Program (EFSP), and SingleCare (formerly the FamilyWise RX Discount Cards).



United Way  
of Southeastern Connecticut