

# UNITED WAY OF HENRY CO. & MARTINSVILLE

## WORKPLACE GUIDE

### Who We Are

The **UNITED WAY OF HENRY COUNTY AND MARTINSVILLE (UWHCM)** is **your** United Way.

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Our team is committed to lifting your community with a focus on empowering education, financial stability and healthy living in our hometown.

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### Our Impact

**Since 1937**, with the help of over **150 volunteers** and **2,500 donors** UWHCM drives change by providing community-elected and donor-designated funding to local resources such as *MHC Partners for Children, VITA Tax Service, and Martinsville Henry County Assistance Network*. Area programs and initiatives undergo a rigorous vetting process from your **Community Review Panel** which works each year to ensure our investment with local contributions has the *greatest impact* on community initiatives focused on education, financial stability, and healthy living.

### How you can help

It takes a village – our impact is stronger when we come together. For the United Way of Henry County and Martinsville to be successful, we need your support.

**Volunteer** – share your input on public policy decisions, engage with others, bring a friend, learn something new, build relationships and strive for greatness.

**Advocate** – help be our voice: speak out, be informed, engage with your neighbors, co-workers, & colleagues to raise awareness about local causes.

**Donate** – when you give to UWHCM you are investing in community-driven change to advance education, health, and financial well-being for all in Henry County and Martinsville.

## Workplace Campaign Objective:

The company (YOU) will advocate to strengthen and sustain local UWHCM initiatives to drive education, healthy living, and financial stability for the community of Henry County and Martinsville through offering employee opportunities to participate in UWHCM's Annual Campaign as Coordinators, Committee Volunteers, and/or Donors.

### Company Benefits

**Inspire** – Build employee morale and fosters team spirit

**Initiate** – Cultivate leaders through professional development opportunities

**Impact** – Provide information on community issues and ways to be part of the solution

**Incorporate** – Connect your company and employees to others within your community

### Employee Benefits

**Participate** – Become involved in local non-profit agencies

**Pledge** – Make informed community-focused investments

**Prosper** – Obtain information on local resources

## Workplace Campaign Strategy

A **workplace campaign** is an *employer-driven program that offers their employees the opportunity to make a charitable contribution*. Below are three components that in best practice workplaces can utilize to promote a successful campaign:

### Campaign Coordinator

The Campaign Coordinator leads the initiative by planning, organizing and coordinating a campaign within your company. Your Coordinator will work with UWHCM to set goals, plan workplace events, and inform staff of United Way HCM impact throughout the process.

### Campaign Committee

An in-house team of innovative volunteers who work with the Campaign Coordinator and your United Way to develop, organize & implement a personalized workplace campaign.

### Worksite Goal

The total amount of revenue your company hopes to give to the United Way through your Campaign Initiative. This total can include gifts raised from employee payroll deductions, special events, fundraising initiatives, and more!



# Campaign Initiative

The Campaign Initiative is the action or steps your team takes to set in motion the giving power of your workplace to drive giving for the year. This could be a one-time special event, or a collective of workplace activities that bring awareness to our mission to advance the education, financial stability, and health of our community.



**The following is a list of suggested initiatives that could be implemented in any workplace:**

## Employee Pledges

Employee Pledges to United Way of Henry County & Martinsville is one of our most successful approaches to the annual campaign. Yearly gifts are pledged via our Campaign Pledge Form or your own internal procedures and then dispersed to the United Way of HCM incrementally each pay period until a participant meets their goal. This is an excellent way to drive friendly competition between departments or shifts, and facilitate team-building along the way. Consider participating in a company match system to make things interesting.

## Special Events

Hosting a Special Event, a one-time occasion such as a Golf Tournament, is an excellent option to raise additional funds from those that are not interested in participating in payroll deductions. Some events that our partners have participated in the past include Car Washes, Can Drives, Clothing Drives, Bake Sales, and Denim Days. There are many options available, both digital and in-person, that can be accommodated to your company's size and help personalize your workplace campaign.

## Corporate Giving

As an employer, one of the best ways to show your company's dedication to your Workplace Campaign is through providing a Corporate Gift. Additionally, you could accept United Way's challenge to sign-up as a Pacesetter Company: this requires you commit your corporate pledge prior to the official campaign kickoff.

*Pacesetter Companies have the privilege of being recognized by our community on our **Day of Action**.*



United Way of  
Henry County & Martinsville

#LIVEUNITED

# Why United Way?

## Community Support + Community Drive

Uptown Martinsville is home to numerous organizations, non-profits, and agencies dedicated to promoting various causes within both the city and Henry County. What makes UWHCM different is that **more than 97% of our revenue** goes directly back into our community to ensure lasting change. When you invest in United Way of HCM, you invest in all initiatives in our community.

## Community Impact Grants

UWHCM funds community agencies, programs and initiatives through our Community Impact Grants. Each November, we invite applicants to share with us how they would like to advance the common good in our community. The steps applicants undergo prior to receiving community funding through the United Way is outlined below:

- Potential Grantees Propose their Community Impact Initiatives
- United Way recruits 20-30 diverse volunteers to serve on our Review Panel
- Community Review Panel evaluates applications
- Community Review Panel interviews potential grant recipients
- Review Panel submits funding suggestions to UWHCM Board of Directors
- UWHCM Board assess our Community Review Panel's suggestions
- UWHCM Board moves to finalized each recipient's funding
- Grantee's are notified of approval or denial (can request appeal)
- Funds are dispersed incrementally to the initiative for 12-months
- The real work begins...

**UWHCM Impact Grants** provide funding to **local programs** (Impact Initiatives) that lift up the *most vulnerable* in our community in areas of **financial stability, education, healthy living and basic needs**. These programs offer resources such as annual income tax preparation, feeding the hungry, and providing age-appropriate books for children whose families do not have the privilege to do so on their own. Approved programs are designed to break cycles and allow individuals to create their own success stories.

## UWHCM Funded Impact Initiatives (Example, 2022)

*Community contributions to UWHCM's 2020-2021 Campaign are being dispersed to the below listed initiatives in 2022.  
For the most recent distribution list check out [www.UnitedWayofHCM.org/community](http://www.UnitedWayofHCM.org/community)*

Education	Financial Stability	Healthy Living
PCS - Healthy Families	Community Dream Center	CASA
Boy Scouts	Edwards Adult Daycare	Southside Area Agency on Aging
Boys and Girls Clubs of the Blue Ridge	SSRC - Emergency Shelter	<b>Basic Needs</b>
Friends of Infinity Acres Ranch	Stepping Stones - Community Engagement	American Red Cross - Disaster Cycle Services
Girl Scouts	VLAS Crisis and Income Protection	Grace Network
YMCA Early Learning Center		



# Our Neighborhood Champions

## Leadership Giving

United Way of Henry County and Martinsville has a program in place to recognize individual donors who make annual gifts that range from \$600 to \$9,999. Every year, champions who complete charitable contributions of six-hundred dollars or more are widely recognized (unless otherwise requested) as members of UWHCM's Leadership Circle.

UWHCM has a five-tier system in place to honor those whose charitable support lifts our community and allows us all to LIVE UNITED.

Individuals who provide a charitable contribution of \$10,000+ join UWHCM's exclusive Tocqueville Society.

UWHCM Leadership Circle Tiers	
\$600-1,199	Bronze
\$1,200-2,999	Silver
\$3,000-5,999	Gold
\$6,000-9,999	Platinum
\$10,000+	Tocqueville Society

## Tocqueville Society

The United Way Tocqueville Society recognizes local philanthropic leaders and volunteer champions in the United States who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues.



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*Renowned French philosopher Alexis de Tocqueville admired three elements in American society: liberty, equality and the spirit of neighbor helping neighbor. Tocqueville believed that by achieving these elements of democracy, all people would choose to pursue independence, knowledge and prosperity.*

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United Way has over 25,000 Tocqueville members on a global scale. Since 1984 over \$9 billion has been contributed to various local United Ways by Tocqueville members. Membership in the Society is granted to individuals who contribute at least \$10,000 annually to any local United Way.

When possible, UWHCM honors our Leadership Circle Members through a private event such as an annual picnic or luncheon. We are immensely grateful for their contribution and support.





# Campaign Coordinator Toolkit

You're one-stop shop to guarantee campaign success

Plan Your Campaign	Target Date
Review the previous campaign's performance, determine opportunities and challenges	
Meet with your CEO to determine your participation and monetary goals, incentives for giving, and get his/her personal endorsement	
Recruit a Co-Coordinator or Planning Committee (if necessary)	
Request materials & speakers through your United Way representative	
Send a Campaign Kickoff letter from your CEO endorsing and announcing the upcoming campaign	
Promote your campaign and distribute your calendar of events	
Consider incorporating a volunteer opportunity for your campaign (such as UWHCM's annual <i>Day of Action</i> )	
Execute Your Campaign	
Hold a Kickoff Event with your UW representative (2024 Day of Action Sept. 20)	
-Share Your Story (why you give, loyal contributors, etc.)	
Hold a Leadership Giving, Retiree, and/or Loyal Contributor event	
-Conduct special events, Lunch & Learn sessions or other fundraising activities	
Make sure every employee receives a pledge form and has the opportunity to give	
Publicize community facts and interim campaign results	
Finalize Your Campaign	
Collect pledges, calculate results and submit final envelope reports to UWHCM.	
Review campaign results with any committee members and UWHCM rep.	
Announce results to all employees	
Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way representative.	

Workplace Goal: \_\_\_\_\_



# Get Involved with Special Events!

Many of our companies hold **special events** as part of their workplace campaigns. Most of the time, the company will run the special event themselves and donate proceeds to United Way of Henry County and Martinsville (UWHCM).

## Demin days, bake sales, etc. – We *LOVE* this!

- The donor is receiving something of value for a small donation. Generally, we will NOT issue tax receipts for these events.
- Most of the time, your company will conduct these events on your own, but you may ask us to help by running credit cards on our mobile devices. This is O.K.
- You may want to consider if the cost of your time and merchant fees is worth the return before agreeing to participate in these types of events.

## Silent Auctions – We can do this! With a caveat!

If a company holds a silent auction and 100% of the proceeds from the auction will come to our United Way, we can receipt the participants. It is imperative to get complete information needed for receipts.

- For donors of auction items – A donor of a silent auction item *may* be able to deduct the item as a donation.
  - Name, address, and contact information for the donor is needed.
  - A detailed description of the item donated is needed.
  - Remember, every item has a value, even if it is donated for free. We will not provide a value to the donor. Tax law requires the donor to establish the value for tax-deduction purposes.
- For winners of the auction items – A payment made during an auction is tax deductible only to the extent the amount paid for the item exceeds the fair market value of the item.
  - Name, address, and contact information is needed for each item winner.

## Raffles – Have some rules...

While raffles conducted by charitable organizations are legal in the Commonwealth of Virginia, there are extensive rules that must be followed. Unless UWHCM is conducting the raffle itself, it can be difficult to ensure that advocates are adhering to all state requirements. **Therefore, it is our policy to not get directly involved if a company is conducting a raffle.** If a company would like us to be involved, you must get prior approval from both your supervisor and UWHCM's Executive Director, Philip Wenkstern.

**Please Note:** *per the United Way Worldwide Trademark License Agreement, auctions, raffles or prizes of alcohol, firearms, gaming/gambling, adult entertainment or tobacco products using the United Way name or logo are **not** permitted.*



## Special Events Best Practices

In order to enhance the success of third-party fundraising events and avoid conflicts with United Way of Henry County and Martinsville donors, corporate sponsors, or other events already planned, the following practices should be observed:

**Submit event information using the subject line “UWHCM Fundraiser Event” to Rebecca Conter at [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) at least 60-days prior to the planned event.**

**Please be sure to include:**

- Host Organization’s Name
- Event Date, Time, and Location.
- Primary contact person’s name, affiliation, phone number and email.
- General description or explanation of the event.
- Whether or not the event requires UWHCM materials / involvement
  - If UWHCM involvement is not required you can provide a 30-day notice.

**Promotional items that use UWHCM’s name or logo should incorporate one of the following statements:**

- “Proceeds benefit United Way of Henry County and (&) Martinsville”
- “Proceeds benefit United Way of HCM”, or
- “Proceeds benefit UWHCM”

**Ensure event proceed checks are:**

- Payable to “United Way of Henry County and Martinsville” and
- Mailed to “P.O. Box 951 • Martinsville, VA • 24112” within 30 days after the planned event.

**Keep in mind...**

- UWHCM retains the right to decline participation in any event, especially if it conflicts with UWHCM’s mission, fundraising efforts, or event calendar.
- UWHCM will not approve or participate in any event request if it promotes a political party, candidate, or potential candidate.
- UWHCM will not participate in or promote events conducted by third parties that include raffles, prizes or auctions of: beer, wine, spirits, firearms, gaming, gambling, tobacco, and/or adult entertainment.
- Any third-party special event organized should recognize UWHCM as the beneficiary, not the sponsor. Third-party fundraising events must be financially self-sustaining without contribution from or financial risk to UWHCM. We will only accept net proceeds of a third-party event. All third-party event expenses are the responsibility of the third-party event organizer and must be paid before net proceeds are given to UWHCM.

*Thank you so much for your interest in supporting UWHCM’s mission to advance the common good in Henry County and Martinsville. Please direct questions or information requests for third-party special events to Rebecca Conter, our Workplace Engagement and Donor Services Coordinator at [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) or 276-638-3946.*





# Frequently Asked Questions

## What does the United Way do?

United Way of Henry County & Martinsville (UWHCM) advances the common good in our community by ensuring our area provides individuals resources in areas of education, financial stability, health, and basic needs. We do this by offering in-house programming as well as raising annual community funds. Community funds are invested in the continuity, adaptation and expansion of programs and services focused in our core areas.

## How can I be sure my contribution is well managed and well spent?

UWHCM is committed to accountability and validation of our partner agencies through a rigorous vetting process. Each year our **Community Investment Review Panel (CIRP)** evaluates funding requests from area non-profits that do good work to measure the results of their programs and services. A diverse group of knowledgeable, well-trained volunteers and experts from across our community carefully screen and select the programs funded by your contribution. The recommendations for funding are then reviewed and approved by our volunteer Board of Directors.

## Where does the money go?

The best part of being a United Way is our ability to ensure that the dollars raised here stay in Martinsville and Henry County. Our needs assessment shows four target areas of focus: education, financial stability, healthy living, and basic needs. In 2024, UWHCM partnered with 35 local agencies to support those needs and collectively offer solutions to the biggest issues faced in Martinsville and Henry County. Together, we can truly make changes that will last for generations to come.

## What financial safeguards are in place at United Way?

UWHCM is committed to the highest standards of accountability and transparency when investing donor dollars. Our Board of Directors review financial statements quarterly to ensure adherence to the budget. An independent accounting firm audits UWHCM annually and the Board of Directors must review and approve this audit each year.

## Why should I give to United Way and not directly to an agency?

UWHCM has been serving Martinsville and Henry County since 1937. No other local organizations hold this level of longevity, scope, expertise or influence to bring our magnitude of human service agencies, government, education partners, churches and dedicated volunteer around a common vision of achieving long lasting results for a stronger, healthier Henry County and Martinsville. When you give to a specific charity, you support a cause. When you give to UWHCM, your gift becomes part of a collective effort to strengthen our entire community. Your gift to United Way allows you to accomplish more than you can alone or through a single charity.



# Frequently Asked Questions cont.

## Why isn't my favorite non-profit funded by United Way?

In some cases, an agency may be doing great work, but it may not have programs that align with United Way's community impact goals. In other cases, the agency may not meet United Way's rigorous criteria for performance and accountability. Each year UWHCM has a select amount of funding we can offer agencies, and each year funding requests are nearly double than the available funds. If you have a non-profit that you wish to be funded through UW, please contact Philip Wenkstern at [philip@unitedwayofhcm.org](mailto:philip@unitedwayofhcm.org).

## How does United Way pay for its events?

Annual events, such as Day of Action, boost morale and create a synergy among volunteers. Nearly all the costs for these events are paid through generous corporate sponsorships. United Way's corporate partners help to offset many operational costs such as campaign materials, events and administrative fees. Additional funding may come in the form of state-issued or foundation-awarded grants or donor-designation allocation.

## Will the money I give to United Way go outside the community?

No. The money raised in Henry County and Martinsville stays in our area unless you, as the donor, request that it be sent to another United Way. UWHCM does pay annual dues to United Way Worldwide (UWW), the trade association for United Ways. Those dues (which amount to less than two cents of every dollar given) represent the only money that leaves Henry County & Martinsville – and those dollars eventually are returned to the community in services received by UWW.

## Is my gift tax-deductible?

Yes, UWHCM is a federally registered 501(c)(3) non-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances.

## Are there other ways I can contribute to United Way?

There are many ways to contribute. You can give annually, or plan to give later as a legacy donor. You can advocate by sharing information about our programs and local partnerships that help our community. You can volunteer through our MHC Engage portal which will connect you with all volunteer options across United Way and our partners throughout the year.

