



## 2014-15 Presentation Outline - Certified Nonprofit Partners

*NOTE: A United Way representative will always open and close any presentation.*

### United Way California Capital Region Representative

- Today, you have the chance to do more than donate to a good cause. You have the chance to become a first responder in meeting the needs of your community.
- We all have a natural inclination to protect, help and give to those in need. If there were a fire, we would simply look for the fire extinguisher box, break the glass and put out the fire.
- With its solid team of volunteers, donors and nonprofits, United Way is your number one tool to meet our community's most urgent needs and make sure everyone has the building blocks for a good life.
- Your local United Way was founded 90 years ago to improve people's lives and build stronger communities in the capital area. They continue to be a backbone in the community, serving as a leader among nonprofits.
- But United Way needs more heroes – more volunteers and donors who are willing to join United Way's team of first responders. We need you.

### Focus Areas: Education, Income and Health

- At first glance, the statistics look pretty grim. Today's jobs leave more than a quarter of local families financially unstable. A third of our kids drop out of high school when tomorrow's jobs require more education than ever. And poverty-stricken, underserved neighborhoods with no safe housing, fresh food or health care have high rates of obesity, chronic disease and academic failure. A life of despair is becoming the norm.
- But United Way's team of first responders already has boots on the ground, working to solve these problems by helping people rebuild the building blocks for a good life: education, income and health. We have nonprofits, volunteers, donors and more who are working on specific United Way projects.
  - United Way's STAR Readers project is helping kids read at grade level – studies show they'll be more likely to graduate from high school if they read well.
  - United Way's \$en\$e-Ability project is helping families and foster youth through financial coaching so they can make sound financial decisions that increase their income. Foster youth even earn money in matched savings accounts.
  - United Way's Fit Kids project is helping kids learn about and enjoy exercise and healthy food so they'll be fit for life and avoid the complications of obesity.

### Agency Introduction

- Introduce yourself
- Today I'm going to talk about:
  1. My organization's partnership with United Way and how it ties into the building blocks for a good life and why we are a first responder with United Way
  2. The services my organization provides
  3. **ONE** key program from my organization
  4. A recent success story – include any pertinent "what your dollars buy statements" or compelling statistics.
  5. Ask for support/share volunteer opportunities

## **Describe organization's partnership with United Way/ties to building blocks/ and your nonprofit being a first responder**

- Example for Certified Nonprofit Partner
  - We are pleased to be a United Way Certified Nonprofit Partner. To be a partner with United Way, our organization is thoroughly vetted by United Way to ensure that our organization is financially sound and operating efficiently.
- Share how your organization's programs tie in to one of the building blocks for a good life.
  - Health, income and education
- Explain how you are a first responder in meeting the needs of your community

## **Organization Description**

- A brief description of your organization  
For example:
  - Stone Soup is a nonprofit organization that provides shelter, food and counseling for homeless teens and adults.

## **Description of One Key Program**

- Describe one key program or service that you provide
  - Today I want to talk about how we LIVE UNITED through our special counseling program for homeless teens.

## **Success Story**

- Describe the individual's situation when entering the program.
- Describe the services the individual received.
- Describe how the individual's life has improved since participating in your program.
- Share any pertinent "what your dollars buy" statements or compelling statistics.
  - When you give \$20 a month to Stone Soup, you can help one homeless teenager receive shelter.
  - Children under 18 years of age accounted for 39% of the homeless population.

## **Ask for support/Share Volunteer Opportunities**

- Ask that they show how they are first responders and give to something they are passionate about like supporting your nonprofit.
- Payroll deduction is an easy way to give a little bit.
- Share any volunteer opportunities you have.
- Thank audience/Turn back over to United Way representative.