Each year, United Way California Capital Region asks local organizations to select one or more of their valued employees to participate in the Leaders United Program for an 18-week working session. Participants develop and implement company campaigns by working with top management and employee campaign managers. These leaders come from all areas of the work force, including middle management, professional, clerical and organized labor. Many employers utilize the Leaders United Program to strengthen and improve employees’ professional and personal skills.
KEY FEATURES OF THE LEADERS UNITED PROGRAM

- Leadership development
- Presentations and sales skills
- Public speaking
- Team building
- Time management training
- Communication
- Networking
- Exposure to Fortune 500 Companies
- Planning and organizing

BENEFITS TO THE EMPLOYEE

- Strengthened skills in sales, time management, communications, negotiation and presentations
- Increased self-confidence
- Valuable contacts throughout the business community
- Heightened awareness and understanding of community needs

BENEFITS TO THE EMPLOYER

- Provides a tool to help prepare high-potential employees for leadership roles at work and in the community
- Employees return with leadership experience from the region’s top CEOs and leaders and professional knowledge in the following fields: Marketing, Human Resources, Consulting, Non-profits, Arts, Sports, Healthcare, Local/State Government, Legal Issues and Finance
- Strengthened relationships with other organizations through contacts and working relationships
- An opportunity to impact the community’s quality of life
- Participant will become well-versed in the Sacramento region

BENEFITS TO THE COMMUNITY

- Maximization of volunteer effort
- Minimization of fundraising costs
- An increase in contributions to help people
- Increased knowledge about core needs in our community

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