

**THE
BOLD
WAY**

United Way
OF GREATER CHARLOTTE



**2024 Workplace Campaign Volunteer
Appreciation & Training**
August 22, 2024

WELCOME

CLINT HILL

Chief Development Officer
United Way of Greater Charlotte

CATHY CAMPBELL

Campaign Chair, Board of Directors
United Way of Greater Charlotte

Chief Operating Officer
Centene/ Carolina Complete Health

OUR MISSION
OUR WORK

KATHRYN FIRMIN-SELLERS

Interim President & CEO
United Way of Greater Charlotte

United Way
OF GREATER CHARLOTTE

An aerial photograph of a residential neighborhood. In the foreground, a long row of light blue, two-story townhouses with dark grey roofs lines a paved street. The street curves to the right. To the right of the street is a large, lush green area with many trees and a grassy field. In the background, a dense forest of green trees separates the neighborhood from a city skyline with several tall skyscrapers under a clear blue sky. The text "WHAT IF?" is overlaid in the center of the image.

WHAT IF?

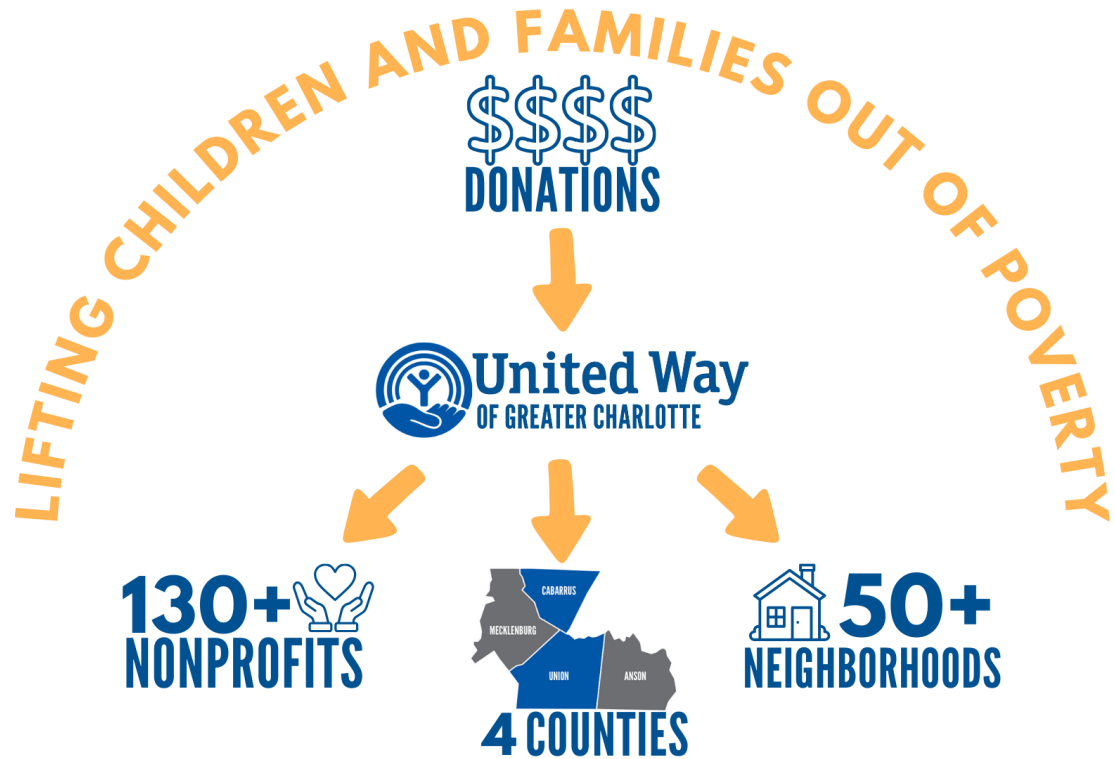
United Way
OF GREATER CHARLOTTE



Our Mission

Focused on lifting individuals and families out of poverty, United Way of Greater Charlotte uses collective giving to advance economic mobility and racial equity, primarily through neighborhood-based, grassroots and responsive solutions.

Boldly Investing in What If



ALL WORKING TO:

- Improve Economic Mobility
- Provide Training for Nonprofit Leaders
- Address Racial Inequities

Your Collective Impact

\$16

MILLION

INVESTED IN 2024 TO
SUPPORT OUR MISSION

132

ORGANIZATIONS

FUNDED ACROSS FOUR COUNTIES,
INCLUDING SIX CORRIDORS (50
NEIGHBORHOODS) IN MECKLENBURG COUNTY

50+
GRASSROOTS
NONPROFITS

COMPLETED THE
DUKE NONPROFIT
MANAGEMENT PROGRAM

45,000
RESIDENTS

ENGAGED BY 10 NONPROFITS SERVING
AS COMMUNITY QUATERBACK

United Way
OF GREATER CHARLOTTE



In Today's Presentation

- Our Mission, Our Work
- Why Grassroots Work?
- Why Place Based Work?
- Elements of a Successful Campaign
- Spirit of North Carolina Winners
- The Young Professional Workforce & Year-Round Engagement
- Engagement Opportunities at United Way
- Campaign Planning Checklist & Campaign Toolkit
- Q &A

GET TO KNOW THE ROOM

ALAN BRIDGES

Resource Development Specialist
United Way of Greater Charlotte

GET TO KNOW THE ROOM

Introduce yourself!

- Name
- Company/Organization
- Tie to United Way
 - Staff
 - Board Member
 - Returning Campaign Coordinator
 - New Campaign Coordinator

WHY GRASSROOTS WORK?

JESSICA FOSTER

Unite Charlotte Manager
United Way of Greater Charlotte

NALO COBAN

Executive Director
Achieving Success on Purpose

WHY PLACEBASED WORK?

SUSANA GONZALEZ

Neighborhood Relationship Manager
United Way of Greater Charlotte

JULIANA LOZANO

Founder and Executive Director
Despierta



DESPIERTA

WOMEN EMPOWERMENT CENTER

OUR MISSION

Despierta is a Charlotte based nonprofit organization founded in 2020 and birthed out of passion to help the Latina community thrive.

Despierta is an empowerment center for Latina youth and young adult women to unite and have a social support system that helps their overall well-being.



OUR PROGRAMS

MUJER DESPIERTA

- Educational Interactive Workshops (Conducted in Spanish)-Once per month which cover an array of topics from mental health psychoeducation, navigating mental health services, health education, financial literacy, navigating public resources, and more!
- Support Group for newly arrived immigrant Latina women who have resided in Mecklenburg County for less than 1 year. Our Support Group is an 12-week hybrid program ran fully in Spanish that covers a variety of topics ranging from emotional and social support to understanding the cultural shock of moving to a new country.

BONITA RISING

This program provides comprehensive emotional tools to support personal growth and academic development. We seek to integrate the immigrant Latina and American born Latinas in efforts to develop a sense of support and community.



BONITA MAMA

Our Bonita Mama was created to provide support services to teen moms.



Resiliency **I**ndependence **S**trength **E**mpowerment



**Mental Health
Wellness**



**Domestic Violence
Awareness**



**Health
Education**



**Community
Resources**



Our goal is to provide these communities with the culturally appropriate support and education. Since our initial launch we have served over 1,000 youth and women. This current year we have served 294 between the period of January 2024 to June 2024.

United Neighborhoods

Freedom/Wilkinson

FOR LATINA TEENES AGES 14-19

Despierta Presenta a youth program for Latina teens focusing on guiding and preparing girls on the right path as they navigate their adolescent years.

General Topics

- Healthy vs. Unhealthy Relationships
- Substance Use/Alcohol Awareness
- Personal Development/Workshop
- Self-Talk and Body Image
- Social Pressure - Setting B
- Mental Health Awareness
- Financial Literacy
- Growing up Latina in The US
- Finding Identity and Purpose

Questions?
980-322-4275
heidy@despierta.org
despierta.org

DESPIERTA
www.despierta.org

Sugar Creek/185

Mujer Despierta
Grupo de Apoyo

- TIENES MENOS DEL AÑO VIVIENDO EN ESTADOS UNIDOS?
- ESTAS BUSCANDO CONECTARTE CON OTRAS MUJERES EN LA COMUNIDAD?
- BUSCAS CONVERSAR SOBRE DIVERSOS TEMAS COMO LA SALUD MENTAL, EL DUELO, LOS NIJOS, RELACIONES SALUDABLES, Y VARIOS TEMAS MAS?

Grupo completamente en español
Virtual y en persona.
Nuevo grupo comienza el 15 agosto 2024

ENVIE LA PALABRA "APOYO" AL 980-333-1426 PARA MAS INFORMACION

DESPIERTA
www.despierta.org

Albermarle Rd/Central



Por Sugely Gallardo

DESPIERTA: EMPODERANDO A LA COMUNIDAD LATINA DE CHARLOTTE

En el corazón de Charlotte, Carolina del Norte, una organización sin fines de lucro llamada Despierta se destaca por su incansable labor en apoyo a las mujeres latinas. Fundada y dirigida por Juli Lozano, Despierta se ha convertido en un refugio de esperanza y empoderamiento para la comunidad latina local.





UNITED WAY PARTNERS AT WORK

Community Resources @ The Nest in
Camp North End

Every Thursday from 9AM-11PM

- The Bulb
- Care Ring
- Green Box Solutions
- Charlotte Works

LET'S TAKE A BREAK

After our break:

- Elements of a Successful Campaign
- Spirit of North Carolina Winners
- The Young Professional Workforce & Year-Round Engagement
- Engagement Opportunities at United Way
- Campaign Strategies and Toolkit
- Q &A

**ELEMENTS OF
A SUCCESSFUL
CAMPAIGN & SPIRIT
OF NC WINNERS**

DAVID DULIN

Senior Corporate Relations Manager
United Way of Greater Charlotte

HEATHER MCQUILKIN

Chief of Staff
Little Diversified Architectural Consulting

Elements of a Successful Campaign

Education, Engagement, & Fun!

- Campaign committee organization
- Communication plan
- Senior Leadership involvement/giving
- Engaging and fun activities
- Educational presentations
- Celebration/wrap up
- Corporate volunteer opportunities



SPIRIT OF NORTH CAROLINA WINNERS

- Individual United Way Community Ambassador: Ron Messenger, Grant Thornton
- Building a Legacy of Community Engagement Through Volunteerism: Elliott Davis PLLC
- Impactful and Engaging Campaign Event or Activity
 - Little Diversified Architectural Consulting
 - GreerWalker
- Building Momentum and Sustainability Through Engaged Leadership or Employees
 - Americhem Inc.
 - Corning Inc.
 - Atrium Health Union

**THE YOUNG
PROFESSIONAL
WORKFORCE &
YEAR-ROUND
ENGAGEMENT**

KEITH GIDDENS

Board of Directors
United Way of Greater Charlotte

Managing Partner
Forvis Mazars US



**ENGAGEMENT
OPPORTUNITIES
AT UNITED WAY**

DAZIA MILLER

Engagement Manager
United Way of Greater Charlotte



Engaging Your Team

Feel the impact of your efforts through purposeful volunteer service!

- Where does my money go when I give to United Way? What impact does it make?
- Timing your volunteer activity
- Sponsorship opportunities



Live United Days

Working alongside our community quarterback organizations, we co-create Live United Day events. These events bring together neighborhood residents and volunteers to build a better community and raise awareness about the neighborhood initiatives and opportunities that are available.

- **Graham/N.Tryon** – September 19th
- **Renaissance West** – October 4th
- **Grier Heights** – December 14th



Annual Days of Action

Union County Day of Caring – August 24th

Day of Caring is an annual community-wide service project organized by United Way of Greater Charlotte.

MLK Call to Service – January 2025

Offering both remote and in-person volunteer opportunities.

Playground Build – April 2025

United Way brings together companies across our community to build a new playground for a local elementary school as part of the annual Charlotte Playground Build.

More information:

<https://www.uwgreatercltengage.org/>

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Care Projects

Cultivate team spirit while giving back to help your neighbors meet some of their needs through *supply kit packing*.

Volunteers will assemble kits of essential supplies requested by United Way agency partners. Projects can be facilitated in person at your company or completed virtually at home.



SUPPLY KIT OPTIONS

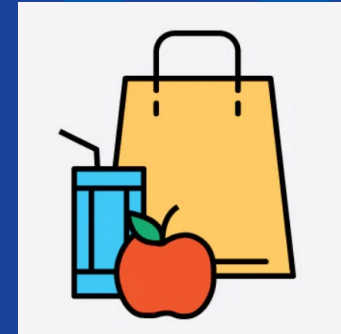
Pencil Pouch Kit



Hygiene Kit



Snack Packs



Stem Kit



Art Kit





Nonprofit Board Member Training

A Workshop Series for Leaders to Learn, Stimulate Conversation, and Fuel Change

Nonprofit Board Service 101: The Foundations of Equitable Governance

- Thursday, September 26th
- 9am-1pm



Nonprofit Board Service 201: Actions and Perspectives on Racial Equity and Nonprofit Board Service

- Wednesday, January 29th
- 9am-1pm



Other Ways to Engage

We can support other companywide volunteer initiatives!

How We Can Support You

- Identify partner agency volunteer opportunities
- Collaboratively plan place-based volunteer days
- Identify partner agencies to receive in-kind donations
- Identify partner agencies for tabling events
- Place corporate volunteers on grant panels



CONTACT

Dazia Miller

Engagement Manager, United Way of Greater Charlotte

- Email: dmiller@unitedwaygreaterclt.org
- Phone: 704.943.9508
- Cell: 304.695.9550

Engage Website



CAMPAIGN PLANNING CHECKLIST & TOOLKIT

KIM SAVAGE

Associate Director of Workplace Giving
United Way of Greater Charlotte

MEET YOUR CAMPAIGN MANAGER



ALAN BRIDGES



DAVID DULIN



KEANNA MARSH



KIM SAVAGE



LEANNE SKIPPER



RAIJENE WALKER



RIGHTEOUS KEITT

GETTING YOUR CAMPAIGN STARTED

United Way
OF GREATER CHARLOTTE



IT'S CAMPAIGN SEASON!

Getting Your Campaign Started

PLANNING CHECKLIST:

- Connect with your United Way Campaign Manager
- Choose campaign dates
- Review the campaign toolkit
- Promote your campaign & giving platform
- Plan & host a campaign kickoff
- Provide employees with engagement opportunities



United Way
OF GREATER CHARLOTTE

Campaign Toolkit

Your one stop shop for campaign content!

- One Pagers- County and program specific
- United Way Partner Agency List
- Informational Videos
- Partner Agency and United Way Impact Stories
- **2024 Workplace Campaign Volunteer Appreciation & Training**



WE'RE IN THIS TOGETHER

United Way
OF GREATER CHARLOTTE



United Way of Greater Charlotte

4,024 followers

1w • 🌐

It has been one week since our United Way of Greater Charlotte team had 100% participation in our internal campaign 🎉

To kick off our campaign, we had a few spirit week days – United Way Day, Decades Day and Team Day. We had a lot of fun and can't wait to see the creative things our corporate partners will do in their workplace campaigns this year!



You and 46 others

1 comment • 7 reposts

QUESTIONS?

THANK YOU!

United Way
OF GREATER CHARLOTTE

GET INVOLVED

unitedwaygreaterclt.org

704.372.7170

CONNECT

 [@unitedwaygreaterclt](https://www.facebook.com/unitedwaygreaterclt)

 [unitedwaygreaterclt](https://www.instagram.com/unitedwaygreaterclt)