



United Way
of Southeast Mississippi

WHY SHOULD YOU SUPPORT UNITED WAY OF SOUTHEAST MISSISSIPPI? Hear what some local professionals have to say about it:

“I’ve been involved in many different aspects of our local United Way. I see it as the heart and hands of our community. It turns compassion into action to make our community a better place for all of our citizens.”

Mike Collins
*Mississippi Power
Company*

“I’ve been involved with United Way both as a contributor and a volunteer for over 20 years. I speak from experience when I tell you that running a United Way campaign in your organization will make a real difference in our community.”

Jan Lacy
Copy Cats Printing

“I’ve been a United Way supporter for over 30 years -- in four different states. I really believe in giving back to my community, which provides so much opportunity for me and my family. United Way has always been the best way to give back.”

Rob Stultz
Forrest General Hospital

WHY UNITED WAY?

LOCAL: 21 health and human service agencies serving Forrest, Lamar and Perry counties benefit from United Way of Southeast Mississippi's fund-raising efforts. Only 1% of money raised goes to United Way of America.

SUCCESSFUL: Raised over \$1.6 million in 2007-2008 campaign and over \$7 million in the last five years!

STRATEGIC: Local volunteers make sure your money is well spent to meet specific needs in our community.

IMPORTANT: United Way community partner agencies are addressing the most pressing health and human service needs in our community such as hunger, at-risk youth, drug prevention and disaster relief services.

EFFICIENT: More than 85% of collected funds goes to community programs and services, while less than 15% is for administration expenses, such as campaign materials.

ACCOUNTABLE: United Way of Southeast Mississippi is audited annually by an independent auditing firm.

TRUSTWORTHY: Formed in 1940, United Way of Southeast Mississippi has formed a reputation as an organization you can trust.

VOLUNTARY: United Way encourages voluntary giving only. One hundred percent employee participation is not asked or expected. We encourage fair share giving (one hour's pay per month) by those who choose to participate.

EASY: When payroll deduction is available, it makes giving more convenient and easier for employees to budget.

WORTHWHILE: Your participation will provide help, hope, opportunity and positive change in the lives of thousands in need within our community.

HOW WILL THIS HELP MY ORGANIZATION?

Stakeholders, including employees, customers and shareholders with favorable impressions of a company's philanthropy program more often:

- ❖ Recommend the company and its products and services.
- ❖ Believe the company's reputation is excellent.
- ❖ Say they are committed and would recommend it as a good place to work and do business.
- ❖ Are truly loyal.

And did you know?

When faced between choosing between two jobs with equal responsibilities, pay and benefits, 72% of people would choose a company that supports a charitable cause.

*Sources: Walker Information report for Council for Foundations, May 2002
Harris Interactive survey conducted by Deloitte & Touche USA*