



State of Illinois
Department of Central Management Services

SECA

Armed Services

Environmental

Health

Humanitarian

Community

Animals

Youth

Sports

State and University Employees Combined Appeal

Sept. 13 – Nov. 8, 2017

Your Campaign Your Choice

2017 SECA
State and University Employees Combined Appeal
Your Campaign – Your Choice
September 13 - November 8, 2017

MISSION STATEMENT

We present opportunities for those involved in state service to contribute their financial support, time, talents, and knowledge to the community at large.

We endeavor to enhance the quality of life as we invest in service communities.

We provide a singular, ethical and secure manner in which individuals can donate to the charitable causes of their choice.

www.secaillinois.org

[Administrative Code - Joint Committee on Administrative Rules \(JCAR\)](#)

Welcome

The 2017 Campaign ***Your Campaign – Your Choice*** is close at hand! We would like to welcome all of the new Liaisons and thank you to all our returning Liaisons!!! This year promises to be a one of the best campaigns ever, but we need your support to reach our goals.

You are about to begin a wonderful experience and will use your skills and talents to help make an impact on the lives of Illinoisans. The SECA Advisory Board and Charity Federations would like to thank all of you for volunteering to be part of this campaign. With your commitment, we can achieve our goal.

Please don't hesitate to contact your Ambassador with any questions or concerns. Your Ambassador is here to help you in any way you need.

SECA is the only approved charity payroll deduction solicitation of state employees. This campaign is a once-a-year volunteer workplace giving campaign that allows employees to conveniently give to the charity or charities of your choice. SECA combines the efforts of Charitable Federations with hundreds of member charities into one campaign. This combined effort saves time and money for your state government and the charities receiving contributions. Since the beginning of the SECA Campaign, state and university employees have raised over \$78 million for charitable causes.

100% of the SECA donation go directly to the charities!

The efforts of SECA volunteers make this campaign one of the most fiscally responsible in the country. The **Charitable Federations pay for all of the costs associated with SECA.** Last year the administrative cost was 3.2%. These funds provide for the creation and printing of the resource guide, leadership recognition items, donor recognition items, Ambassador training and awards, campaign audit, IT support, postage and supplies. All of the charitable federations share in the administrative cost proportionate to their designations in the campaign. **NO STATE FUNDS ARE USED!**

[Voluntary Payroll Deductions Act of 1983](#)

The Voluntary Payroll Deductions Act of 1983 created the employees' charitable giving campaign. The Joint Committee on Administrative Rules (JCAR) outlines how the program is implemented.

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CHARITY FEDERATION REPRESENTATIVES

American Cancer Society

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American Heart Association

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America's Best Charities

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America's Charities

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Chantilly, VA 20151
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Black United Fund Inc.

1809 E 71st Street, S-200
Chicago, IL 60649
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Community Health Charities

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Community Shares of Illinois

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EarthShare Illinois

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Global Impact

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Red Hook, NY 12571
Tom DeCoursey, 703-717-5217
Tom.Decoursey@charity.org

Global Impact

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Manteno, IL 60950
Renee Crews, 708-945-5966
reneedcrews@gmail.com

Special Olympics Illinois

500 Waters Edge, #100
Lombard, IL 60148
Matt Johnson
mjohnson@soill.org

United Negro College Fund (UNCF)

105 W Adams St, Suite 2400
Chicago, IL 60603
Lisa Rollins, 312-845-2210
Lisa.rollins@uncf.org
Kathleen Jackson, 312-845-2210
Kathleen.jackson@uncf.org

United Way of Central Illinois

1999 Wabash, S-107
Springfield, IL 62704
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jbecker@uwcil.org

United Way of Metro Chicago

333 S. Wabash, 30th Floor
Chicago, IL 60604
Yusef Garcia, 312-906-2428
Yusef.garcia@uw-mc.org

Your Campaign – Your Choice
September 13, 2017 - November 8, 2017

Thank you!

Again, thank you for serving as a Liaison for the SECA Campaign. Without you, we could not fund the programs that provide needed services in our communities around the state, the country, and the world. Your support and enthusiasm will be essential in inspiring others to participate so we can make life a little brighter for many of those less fortunate. Remember that every person and every dollar makes a difference.

Whether this is your first time as a Liaison or you have helped coordinate your campaign multiple times, this handbook will provide you with information so you can get the most out of your campaign. Just follow the steps for conducting a successful campaign and you are guaranteed to have great success.

Liaison Role

As a Liaison, your role is to be the face of the SECA Campaign in your Bureau/Office:

- Set a goal.
- Get Support from the TOP!
- Plan for the distribution of materials.
- Plan special events to keep SECA on the minds of employees.
- Check completed forms for accuracy.
- Recognize and thank your donors and volunteers.
- Learn as much as you can about the SECA Campaign
- Have fun!

Check out the SECA website at: www.secaillinois.org

SET YOUR GOAL!!

Review past years goals and set this year's goal and 100%. Review what worked and what didn't and make this year better!!

- Set a participation goal for your office. Aim for 100% personal contact.
- Be enthusiastic, knowledgeable, and excited about your campaign.

GET SUPPORT FROM THE TOP!

Utilize your management team to make your campaign successful by:

- Asking management to send letters to staff announcing the campaign and encouraging staff to participate.
- Invite management to all of your campaign events.
- Ask management to judge events, etc.

DISTRIBUTION OF MATERIALS:

- Pass out donation forms to each employee individually and let them know you are there to help. Thank everyone in advance for contributing!!!

- Place SECA posters in highly visible areas.
- Listen and answer all questions or concerns. Do not assume that people already know about SECA. Be prepared to share information about our mission and our member charities. If you do not have answers, contact your Ambassador.
- Make people aware that participation, not amount, matters.
- All donations are Tax deductible.
- Ask! The #1 reason people do not give is that they were never asked.
- Let people know about the convenience of giving through payroll deduction/on-line giving/ one time donation
- Provide a link to the SECA website: www.secaillinois.org

EVENTS

- Review your past campaign events to identify strengths and weaknesses.
- Schedule charity speakers during your campaign events. Contact information for each Charity is in the back pages of this book.
- Create calendar invites for all of your SECA fundraisers. Do not forget employees who work offsite, travel extensively, or are on alternate shifts.
- Send reminders periodically during the campaign of events and time frames.
- Find employees in your agency that benefited from the hard work of member charities in the SECA Campaign, or those who volunteer for those organizations. Ask them if they would share their story in an employee newsletter or on your agency's intranet home page.

FUNdraising Ideas:

Bake Sales	Kiss the Pig
Balloon Popping	Lunch & a Movie
Balloon-o-Gram	M&M / Jellybean Jar
Book/Media Sale	Monday Night Football
Candy Grams	Parking Spot
Car Wash	Penny Wars
Carnival Games / Olympics	Photo Booth
Chili Cook-off	Pie to the Face
Cookbook sale	Pumpkin Carving
Craft Bazaar	Pet/Owner Lookalike
Cutest Pet Contest	Popcorn/Drink Sale
Decorating Contest	Quilt Auction
Dog Treats	Remote Control Car Races
Flamingo Flocking	Silent Auction
Flower Power	Soda Sales
Golf Tournament or Putt-Putt Contest	Talent Contest
Halloween Costume Contest	Team Sports Competition
Ice-Cream Social	Trivia Contest
Karaoke Club	Walk-a-thon

CMS Ethics Officer has approved requesting and obtaining donations from businesses for SECA. A donation request letter can be obtained from your Ambassador. These prizes are not sought after for any exchange of any State favor. This activity is in compliance with the Ethics Act and Gift Ban section. The sole purpose of acquiring the items is to help promote the SECA campaign by the use of door prizes or drawings. **If you are in doubt about your agency's policies, contact your Ambassador.**

Please note: CMS Legal has stated that SECA has not been given the authority by statute to hold a raffle, 50-50 Drawings or "Pools".

How to Ask Cheat Sheet

- Present SECA information to employees in whichever way works best - mail boxes, desk drops, or employee meetings. The most effective way is always face-to-face giving you a few minutes to personally talk with your coworker.
- Ask to be on the agenda at team or department meetings to talk about the campaign.
- Regardless of what else you say at department meetings, **MAKE SURE YOU ASK FOR A GIFT!!!** It does not have to be a hard-sell. It can be easy: "As you look through the booklet, you will see there are many organizations to support. I made a gift to the charity of my choice and I hope you can do the same."
- Make people aware that participation, not amount, matters. Generally, if participation increases, the dollars will follow. This is about engaging employees in something larger than themselves.
- Highlight all the choices in the Campaign - there is something for everyone.
- Let people know about the convenience of giving through payroll deduction – either one time or from each paycheck through payroll deductions.

Suggested Talking Points

- It is time for the annual SECA Campaign.
- You can give through payroll contribution – either one time or spread out over the year. You will not notice the amount taken from your paycheck, but the causes you are supporting will greatly appreciate your help.
- The amount you give does not matter – it is your participation that counts. Every gift - no matter what size - makes a difference.
- There are over 1500 organizations from which to choose. All gifts are tax-deductible.

- If you already make charitable contributions outside the SECA Campaign, check if your charity is listed and switch to payroll giving.

Myth Busters

- MYTH:** This is not our workplace campaign; it is the Governor’s campaign.
BUST: SECA was established by law and is regulated and administered by an employee group (SECA ADVISORY BOARD) from Illinois state government. **ALL SECA contributions go directly to the SECA charity of your choice. Nothing goes to the Governor’s Office or general revenue funds. One-time donations in the form of a check or money order are made out to the charity and sent directly to them. The Comptroller’s office cuts a check each payroll period directly to the Charity Federation for payment of charitable payroll deductions.**
- MYTH:** If I disclose my name, the charities will use it to send me spam or junk mail.
BUST: You can request that your donation be **anonymous** and your name and address are specifically prohibited from being sold to any other source.
- MYTH:** My charitable donations are not large enough to make a difference.
BUST: Small gifts from multiple donors add up and they also provide charities with a broad base of support. This is particularly true when donors continue to give what they can afford year after year.
- MYTH:** I do not agree with what some of these charities do. I will not have any of my money going to support issues I find offensive.
BUST: The beauty of the SECA process is that all donors can CHOOSE exactly to which organization your money goes.
- MYTH:** All the money we give goes to support big salaries for charity big shots.
BUST: Most charities do not have outrageous salaries for anyone. Be a responsible donor and check into the charity to which you donate. The internet has a variety of programs that you can search. **The SECA Charity Federations and member charities are required each year to provide information to the Illinois Comptroller’s Office to ensure they are a qualified not-for-profit.**
- MYTH:** I am obligated to continue my pledge even if I need to cancel it later in the year because my financial situation changed.
BUST: You can stop your SECA payroll deduction at any time by contacting your agency’s payroll office.
- MYTH:** The State of Illinois is broke but it funds the SECA program.

BUST: The 12 main SECA Charity Federations are assessed an annual fee to cover the costs of printing all the SECA Campaign materials and any other expenses incurred by the SECA program. In 2017 the administrative fees to conduct the SECA program was 3.2% of the total donations.

MYTH: Giving to the world's poor is not a wise investment.

BUST: Member charities are guided by the philosophy that handouts may satisfy people's immediate needs, but to escape severe poverty, people need a hand up — assistance that will teach them to be successful on their own. History shows that this kind of investment is beneficial for both the U.S. and developing countries. In the 1960s, countries such as Brazil, Korea, Taiwan and Turkey were primary recipients. Today, they are valuable trade partners generating more than \$100 billion in trade with our country.

MYTH: Donors will give more outside of their workplace giving campaign.

BUST: An average gift for workplace donors is \$25/month vs. \$16/month for other donors! Workplace campaigns provide average donors the opportunity to plan, budget, and track their annual donations to charities in one place through a single transaction.

MYTH: My SECA donation is not tax deductible.

BUST: Your SECA donation IS tax deductible. To take advantage of the deduction you must claim this on your tax return.

Tips on Handling Objections

Listen for Objections

Encourage the person with concerns to communicate fully. The more information you have the better you will be able to respond to their concerns.

Acknowledge the Objection

Using phrases like "I understand your concerns" or "that is an important consideration" helps the person feel understood and respected.

Answer the Objection

In responding to an objection, you are supplying missing information that educates the person and clears up his or her concerns. If you do not have the information you need to respond to the objection immediately, let the person know you will get additional information and get back to them as soon as possible.

Effective Responses to the Most Common Objections:

Spouse Already Gives

Listen: My spouse gives to the workplace campaign where he/she works, so there is not any need for me to contribute.

Acknowledge: I understand what you are saying. You feel there is no need for you to contribute to the same fundraising effort.

Answer: Giving is a personal matter and the satisfaction that each of us feels when we donate is uniquely personal. Each individual's contribution is based on his/her ability to give. You may each want to share a portion of your weekly income to help others. That way, you are both can get the satisfaction of doing your share to improve the quality of life in your community locally, nationally, and internationally.

Does Not Want to Support Specific Agency/Services

Listen: I do not want to give because I do not want any of my money going to ____ agency or ____ service.

Acknowledge: I can understand your concern that some of your gift will be targeted to an agency or service of which you do not approve.

Answer: Did you know that with our campaign, that if you have a strong preference for a certain agency/service, you could choose to donate solely to that one? That way your gift will go to a charity or cause in which you believe.

Pressured to Give

Listen: I feel like I am being pressured to give to the campaign.

Acknowledge: I understand your concern.

Answer: No one should be forced to give. I personally do not want to be pressured into giving and I am not going to pressure you. I give because of the critical need for services in the community, our nation, and around the world. Pressure defeats the very idea of voluntary giving. Please take a look at the giving choices and see if there is not a charity or cause to which you would feel good contributing to.

Duplicates Government Service

Listen: I do not see any sense in giving to the charities in this campaign when the government takes care of the need with my tax dollars.

Acknowledge: I understand.

Answer: Here in the United States, voluntary contributions have played an important role in helping people help themselves. In the area of human services, the government provides many services statewide, but many critical services are under-funded or lacking completely. Private funds are used where needed, sometimes where government efforts can't reach and sometimes to further the work of the government.

Prefers to Give Directly

Listen: I prefer to give directly, since the campaign takes overhead off the top.

Acknowledge: I respect that you want your selected agency to get the maximum value from your gift.

Answer: A direct cash gift is always appreciated by any agency. However, a gift via payroll deduction through this campaign makes a support commitment for an extended period of time. This pledge is frequently used to qualify for grants or special program funds from other sources and thus increase value. It also reduces member organizations' reliance on other more costly methods of fundraising. Also, the organizations listed in the booklet and online all choose to be part of the SECA Campaign. Workplace giving is a very efficient way to raise money.

Can't Afford to Contribute

Listen: I am already on a tight budget. How can I afford to give?

Acknowledge: That is a very realistic concern for you and many other contributors.

Answer: Even a modest weekly amount can help. There is no gift too small and every gift makes a difference. Giving through payroll deduction makes your contribution easier because you can spread it out over the year. Essentially, it has low impact on your cash flow and high impact on the needs of the community and the world.

Notes:

COMPLETING THE PLEDGE FORM

Contributor Information

Fill in name, agency/university, email, home address, ID number or last 4 SS# (for payroll) if applicable

Payroll Deduction

Complete the payroll deduction portion, indicating the TOTAL amount you want to contribute PER PAY PERIOD.

- Choose the organization(s) to which you wish to contribute and print the 7-digit code number on the organization code/agency code boxes line provided (this number is listed in the current year's SECA Charity Book).
- In the "amount per pay" section, indicate the amount you wish to contribute to the organization(s) and/or each charity (per pay period). Indicate the total amount per pay for the charities in the last line of the section.
- You may select up to three charities per Federation.
- If you wish to contribute to more than three federations, you will need to complete a second pledge form.

On line 4, please indicate the total amount per pay to be deducted. On line 5, indicate the number of pay periods (24 pay periods for HFS) from which the amount is to be deducted. On line 6, indicate the ANNUAL PAYROLL DEDUCTION amount (line 4 times line 5). Sign and date the form. In order for the payroll office to make a payroll deduction, your signature must be present.

One-Time Direct Gift

You may do a one-time payroll deduction (CHECK WITH YOUR AGENCY IF THIS IS ALLOWED) or contribute to any or all of the charities by check or money order. Indicate the charity in the "organization code" section, the specific charity, if any, in the "agency code" section, and the amount of the gift in the "amount" section. On line 10, please indicate the TOTAL AMOUNT of your one-time direct gift. **Please make your check payable to the charity and NOT TO SECA. Any check made payable to SECA will be returned to the contributor. Your check must include the 7 digit charity number in the memo section. Checks without this information will be returned.**

Total SECA Gift

Indicate the total SECA gift by adding lines 6 and 10.

Recognition and Leadership Giving

Each donor has the option to choose to be anonymous or to not be recognized by the charity to which the donor made a donation by checking the appropriate box on the bottom of the pledge form.

On-Line Giving

Another option you can give your employees is On-Line Giving. When you access the SECA website, you will see a link for On-Line Giving. Click on the link and follow the instructions. If you have any questions, contact your Ambassador.

AGENCY/UNIVERSITY AWARDS

There are 3 categories of agency/university awards:

EXCEPTIONAL GIVING – Exceed the amount donated the previous year.

SUSTAINABLE GIVING - Donates 90-100% from the previous year.

DIVISION AWARD – Given to the agency or university that had the highest percentage in number of donors based on the number of employees in the agency/university.

Sample Email and/or Letter to Your Staff

It is the time of year when the State and University Agencies Combined Appeal (SECA) gets underway. This year's theme is "Your Campaign – Your Choice" and runs from September 13 – November 8. This year's events include (list your events); attached is a listing of event dates and times. For information regarding any of these, please contact (your) SECA Liaison (List Your Liaison's name).

What is great about SECA is you can contribute and help a charity that is meaningful to you whether it is helping older adults in need, prevent child abuse, or finding cures for disease. There are so many different opportunities to make a difference. The SECA website has been updated www.secaillinois.org. On the website you can click on the Charities tab and it will allow you to **Search for Member Organizations** <http://www.illinois.gov/seca/Pages/SearchResults.aspx>. You may either type in the charity name or code to find out if the charity of your choice is in the 2017 SECA campaign. I have attached a copy of the fillable 2017 SECA Pledge form for your convenience.

The needs of the charities are greater than ever, so I hope you will find it in your heart to give to the charity of your choice - whether it's through a one-time gift, spread over time through payroll deduction or participation in some of this year's scheduled fund raising raffles and events in our headquarters.

All pledge forms should be sent back to (Ambassador). Should you have any specific questions about any of the information, please don't hesitate to give me a call at (Phone #).

Thank you
(Your Name)
SECA Liaison for the (Your Division/Bureau/Office)

GLOSSARY

Advisory Board – The SECA Advisory Board is created by statute. The members of the SECA Advisory Board are state and university employees. The Board Members can serve up to three three-year terms in an unpaid capacity. The Board is responsible for creating and implementing all aspects of the SECA Campaign.

Agency Code – On the pledge form, this is the 4 digit number for the specific member charity to which the donor will donate.

Ambassador – A state or university employee who is the main contact in charge of organizing and running the SECA Campaign at their agency or university.

Charity Code Number – On the pledge form, this is the 7 digit number that is the combination of the AGENCY CODE (3 digits) and ORGANIZATION CODE (4 digits).

Charity Fair – A gathering of several SECA charities at one location (e.g. state agency break room, conference room, etc.) with informational tables set up so that state and university employees can visit to learn more about the charities

Leadership Givers – An employee who chooses to be RECOGNIZED by the charities and donates the following amounts: \$250-499; \$500- 999; \$1,000 or more.

Liaison – A state or university employee who assists the agency's Ambassador with administering the SECA program at that location. An agency or university may have a Liaison in each section or building. There is no limit to the number of Liaisons at an agency/university.

One-time Direct Gift – An employee may choose to write a check directly to a SECA charity with a one-time donation. This must be designated on the pledge form.

On-Line Giving -

Organization Code – On the pledge form, this is the 3 digit code for the main Charity Federation.

Payroll Deduction – An employee may choose to donate to the charity (ies) of his/her choice by completing the Pledge form and designating how much money should be deducted from each pay period.

Pay Periods – The number of times per calendar year that an employee gets paid.

Pledge Form – The form used by each contributor to designate to which charity to donate to. The form is used for payroll deductions and one-time contributions.

Release of Information – This is the section on the pledge form where the donor checks the appropriate box(es) to be omitted from a list.

SECA – The acronym used for the (S) State and University (E) Employees (C) Combined (A) Appeal.

Special Events – Any activity planned by an agency or university to promote the SECA campaign. (Bake sale, chili cook off, used books sales, charity fair, etc.)

CHARITY FEDERATION INFORMATION

Organization	Contact Info	Resources Avail	Speakers Avail	Giveaways	Volunteer Ops	Other
American Cancer Society	Cori Dyer (312) 960-2340 cori.dyer@cancer.org Kari O'Brien (217) 356-9076 kari.obrien@cancer.org	www.cancer.org or illinoisCancerHelp.org Literature, DVD, YouTube links, Our Patient Navigation Program offers free advice answering all questions related to cancer and helping patients & family members focus on getting well, and could possibly open a new door for treatment options. 800-227-2345	Yes, call with specific requests. Work with local volunteers throughout the 10 regional offices.	Please call for options. 10 regional offices in Illinois with different options.	Please see website www.cancer.org for geographic breakdown	Regional Offices: Springfield, Peoria, Champaign, Rockford, Marion, Tinley Park, Batavia, DuPage, Lake, and Chicago.
American Heart Association	Shelby Darnell (312) 476-6617 shelby.darnell@heart.org	www.heart.org Health & Wellness Education Brochures and Resources	Yes, can cover most of the state. Please call or email with specific requests.	Please call for options. Often varies per year, please call with desired quantities.	Yes, please visit: www.heart.org/HEARTORG/volunteer/volunteerForm.jsp	Chicago, IL Springfield, IL
America's Charities	Jennifer Watkins (703) 674-5375 JWatkins@charities.org	www.charities.org Success stories, and campaign newsletter online	Yes, call with specific requests.	Pens, mugs, grocery totes, ID kits, staplers	Yes, many member charities use volunteers. Call for details.	N/A
Black United Fund	Teresa Adams tadams@bufi.org Iris Dunmore iris@bufi.org (773) 324-0494	www.bufi.org seven minute DVDs	Yes, can cover most of the state	Pens and mugs	Call for details	N/A
Community Health Charities of Illinois	Lizzy Selzer (309) 454-2773 eselzer@healthcharities.org	Stories of caring at www.healthcharities.org; campaign toolkit at www.illinois.healthcharities.org; 5 minute DVD available (please call) or 30 second download from www.healthcharities.org	Yes, can cover most of the state	Band-Aid dispensers, jar openers, note pads, pens, balloons	Possibly - call for details on member charity events	Member charity events on www.illinois.healthcharities.org
Community Shares of Illinois	Chicago: Keri Hathhorn 312-379-0190 Downstate: Susan Bramlet-Lavin; khathhorn@cs-il.org 217-898-3152 sbramlav@aol.com Linda Moses lmoses@cs-il.org	www.cs-il.org	Yes, can cover most of the state	Calendars, post-its, pens	Yes, many member charities use volunteers. Call for details.	N/A
Earth Share Illinois	Tom Jacks 312-795-3740	Please see www.earthshare.org PSA video (file emailed to contact directly upon request). To learn more about ESIL, please visit www.earthshareillinois.	Yes, can cover most of the state. Contact the ESIL office to coordinate a	Pencils made from recycled currency, pens, bookmarks and	Yes, many member charities use volunteers. Call for details. Contact the	Have limited larger giveaway items for drawings and/or raffles.

		org or connect on Facebook at www.facebook.com/EarthShare	speaker.	brochures	ESIL office to coordinate a speaker.	
Global Impact	Tom DeCoursey 845-757-2252 tom.decoursey@charity.org Renee Crews 708-945-5966 reneedcrews@gmail.com	Please see www.charity.org , click on Workplace Giving, then Campaign Resources, Success Stories, photos, video, \$ buys and fact sheets.	Yes, please call with specifics.	Pens, jar openers, coasters	No	Have limited larger items for drawings and/or giveaways. Please call for options.
America's Best Charities	Catherine Miller 415-925-2600 cmiller@maguireinc.com	www.americasbestcharities.org	Yes, generally statewide. Please call with specific requests.	Limited items from members; keychains, pens, notepads	No	Will try to provide speakers and materials when requested.
Special Olympics Illinois		www.soill.org	Yes, generally. Please call with requests. Global Messengers are athletes trained to speak.	calculators, magnets, lens wipes	175 events annually all over the state. Please see www.soill.org or call for details.	Special Olympics have 22,000 athletes in their program. They pay nothing to compete, thanks to donations like those from the SECA campaign.
United Negro College Fund	Lisa Rollins 312-845-2206 lisa.rollins@unconf.org	www.uncf.org	Please call for specific requests.	Pens, key rings, brochures	Please see www.uncf.org	
United Way of Central Illinois (Springfield, IL)	John Kelker 217-726-7000 jkelker@uwcil.org Jessica Becker jbecker@uwcil.org	Local video with testimonials, posters, brochures, goal posters, www.springfieldunitedway.org or www.liveunited.org	Yes, please call with details.	Pens, posters, brochures, NFL schedules, other items.	Many member organizations use volunteers.	Please call for any questions or needs for any United Way in Illinois.
United Way of Metropolitan Chicago	Ken Krull 312-906-2214 Ken.krull@uw-mc.org	www.us-mc.org	Please call for specific requests.	Please call for specifics	Yes many of member charities use volunteers.	Call with any questions or needs.

American Cancer Society (907-0000)

- When we started 102 years ago, cancer was a certain death sentence. Today, thanks in part to our work, 2 out of 3 people will survive.
- We are the only major charity focused on defeating all cancers because we've found progress against one type leads to breakthroughs for other cancers.
- We are the largest not-for-profit investor in cancer research, with a focus on funding young investigators with innovative ideas -- 46 of whom later earned Nobel prizes.
- We are the only organization to conduct groundbreaking prevention studies. Our latest, CPS-3, is assessing how things like genetics and lifestyle choices affect your cancer risk.
- Cancer is the leading cause of death in the U.S. among working age adults, so we teach people steps to prevent cancer and stay well.
- One in two women diagnosed with breast cancer reaches out to us and we provide free services to help them – and *all* cancer patients – get well.
- We have played a role in nearly every cancer research breakthrough in recent history, taking cancer from deadly to treatable, and treatable to preventable.
- When you enjoy smoke-free bars and restaurants, know that our grassroots volunteers helped us push for lifesaving laws protecting you from secondhand smoke.
- Even with all this progress, cancer is expected to claim 580,000 lives, including your loved ones. Silence won't finish the fight – only action will. Please join us!

SECA donations...

- Fund groundbreaking research leading to new ways to prevent, treat and cure cancer.
- Operate a 24/7 Cancer Information Call Center that provides free personalized information, answers and support to nearly 1 million callers a year.
- Provide access to free cancer screenings to thousands of people who lack health insurance.
- Offer free rides to cancer patients who need help getting to medical appointments and treatments.
- Give new wigs, hats and scarves to those who lose their hair during treatment.
- Provide free classes covering tips and tricks to deal with treatment side effects.
- Connect cancer patients with more than 6,000 promising new treatments through our free clinical trials matching service.
- Provide disadvantaged cancer patients with case management services to help them navigate their cancer experience.
- Offer hands-on cancer education so everyone can learn how to reduce cancer risks.

American Heart Association (913-0000)

- Building healthier lives, free of cardiovascular diseases and stroke.
- By the year 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%. If we meet this goal, we will save 718 lives each day from heart disease and 145 lives from stroke. That's 863 lives every day... 315,000 lives saved each year!
- We are the leading funder of cardiovascular research after the federal government.
- In 2014 we funded nearly \$129.1 million for research, since 1949, we have invested \$3.5 billion!
- Research we funded nationwide has led to advances such as CPR, pacemakers, bypass surgery, the heart-lung machine and surgical techniques to repair heart defects.
- 13 scientists funded by the AHA have won Nobel Prizes, including nine for research we wholly or partially funded.
- Our Get with the Guidelines quality improvement program has impacted the lives of 2 million patients – and counting – by helping hospitals treat patients according to evidenced-based guidelines proven to improve health outcomes.
- Only an electric shock can restart a stopped heart. For each minute without defibrillation, a cardiac arrest victim's odds of survival decrease by 7-10%. AEDs save lives! The AHA advocated placing AEDs in public places such as airports and golf courses. Chicago O'Hare International Airport just had its 88th save with an AED!
- Effective bystander CPR, provided immediately after cardiac arrest, can double a victim's odds of survival. Our CPR Anytime products train people in this lifesaving skill in just 22 minutes! Our kits have a return rate of 3 people being trained per one kit.
- 2,500 heart attacks and 2,100 strokes occur each day. By days end half of these people will have lost the fight.
- Cardiovascular disease is the Nation's number 1 killer. It causes 1 in every 3 deaths; 2,157 Americans die of CVD each day - one every 40 seconds.
- 88% of sudden cardiac arrests occur at home.
- Nearly 40% of Americans think they have ideal heart health, **only 1% really does!**
- Stroke is the number 5 leading cause of preventable disability in the U.S. It kills nearly 129,000 people a year, that's about one death every 4 minutes.

SECA donations...

- Make it easier for people to find AEDs in public places. Donations cover the costs of placing identification stickers in public places, directing people to these devices that can save someone's life.
- Teach children how to avoid obesity and live longer, stronger lives through our nutrition and exercise educational materials.
- Fund pre-doctoral fellowships to help a medical student begin a career in heart or stroke research. Research is the starting point for all scientific advances.
- Save lives by training members of your community on essential CPR skills using our innovative CPR Anytime self-directed personal CPR kit.
- Educate healthcare providers about Get with the Guidelines-Outpatient or any of our programs that continually improve clinical care.
- Mobilize women with our Go Red for Women movement and empowers them to take charge of their heart health with a personal record tracker and other health information.

America's Charities (910-0000)

As a Federation we...

- Are a coalition of some of the nations most respected and well-known nonprofit organizations.
- Give hope to families and children at-risk, support education, help find cures for diseases, and give comfort to those with life-threatening illnesses.
- Work to develop the spirit of giving at the workplace by offering a broad range of nonprofits reflecting the diversity of the American people.
- Provide member organizations with the financial resources required to meet emerging needs.
- Thoroughly review our members annually in order to meet the requirements for membership in America's Charities and ensure each organization meets the standards of participation in national and local workplace giving programs.
- Lead in workplace giving solutions, delivering innovation and technology to charitable giving campaigns.
- Thrive on generating sustainable income through workplace giving.
- Inspire employers and individuals to reach their philanthropic goals and support charities of their choice.

SECA donations...

- Serve and protect children.
- Conduct and fund medical research.
- Insure civil and human rights.
- Feed the hungry.
- Support education.
- Help troubled teens.
- Provide job training.
- Preserve the environment.
- Give sanctuary to abused and abandoned animals.
- Serve the sick and disabled.
- Improve the quality of life for families in need.
- Give support to those with rare diseases.

Black United Fund of Illinois, Inc. (950-0010)

Our member charities...

- Provide services for children and fathers.
- Create new possibilities for education.
- House and train homeless men and women.
- Provide jobs for youth and parents without skills.
- Deliver arts and culture outlets and direction to artists.
- Tutor, mentor and train for jobs and business ownership.
- Distribute food and meals to thousands of people in need.
- Build and support healthy drug-free communities in Illinois.
- Break the cycle of domestic violence and abuse.
- Link youth to productive futures.
- Empower men and women who currently are or are at risk of becoming homeless.

SECA donations...

- Your \$100 donation provides shelter for three homeless families at Matthew House.
- Your \$100 donation provides healthy food sampling and nutrition training for three 3rd-5th grade classrooms by Real Men Charities, Inc.
- Your \$100 donation will provide a week's worth of social justice workshops to 25 youth by the Kenwood Oakland Community Organization.
- Your \$50 donation will send one girl to camp where she will step outside her comfort zone, learn new skills and bond with other girls in a safe space through Global Girls, Inc.
- Your \$50.00 donation helps supply homeless students with uniform shirts for the school year at Betty Shabazz International School.
- Your \$50 donation provides dance costumes for 5 dancers at the MUNTU Dance Theater.
- Your \$50 donation provides slightly used clothing for 10 women from the National Hook Up of Black Women.
- Your \$25 donation helps feed 5 youth for five weeks in after school programming focused on conflict resolution by the Black Star Project.
- Your \$25 donation supports 5 parents at Clara's House Shelter with transportation for a week.
- Your \$25 donation helps get an individual food and clothing for a week at Freedom in Holiness Mission.
- Your \$10 donation provides transportation for a youth at the Dime Child Foundation.
- Your \$10 donation helps 3 women and their children be educated on social and nutritional adjustments for families at the African Women's Organization.
- Your \$5 donation provides a used book a month for a year at the Community Christian Alternative Academy.
- Your \$5 donation helps to fund nutrition education sessions for 5 individuals one Saturday at Interfaith House.

Community Health Charities (800-5500)

As a Federation we...

- Susan G Komen for the Cure is the nation's largest funding source for breast cancer research.
- Thanks to St. Jude Children's Research Hospital children diagnosed with Acute Lymphoblastic Leukemia (ALL) have a 94% survival rate.
- The Illinois Eye Bank received 2,000 donated corneas that were used to save the eyesight of 1,000 people in Illinois.
- The Lupus Foundation of America – Illinois chapter provides the Resources for Lupus program to help patients on a one to one basis with everything from diagnosing lupus and finding a doctor, to questions about health insurance and financial assistance.
- MS Navigators provided by the National Multiple Sclerosis Society have the resources to provide people with Multiple Sclerosis with the latest information to help them deal with their challenges.
- The Sickle Cell Disease Association of Illinois coordinates a federal Newborn Screening Program (NBSP) that enhances follow-up services for infants who test positive for sickle cell disease, including support to coordination among community-based agencies.
- Spinal Cord Injury Association of Illinois provides information and resources for people paralyzed by trauma and medical conditions, family members, and health care and related professionals that serve the Spinal Cord Injury community.
- Ronald McDonald House Charities of Central Illinois provides a supportive home away from home for families with children receiving medical care.

SECA donations...

- Supply t-shirts and education materials to new moms before they leave the hospital to reduce the number of babies who die from SIDS.
- Provide liver education program for schools. Students learn about the liver and what to do to keep their liver healthy.
- Provide mobile screening to screen for kidney disease.
- Provide depression and mental illnesses screening and provide a statewide suicide prevention campaign called "It Only Takes One".
- Provide smoking cessation programs and helped in passing the no smoking legislation in the state of Illinois.
- Prevent preterm birth by educating women with healthy pregnancies about the importance of waiting at least 39 weeks to give birth.
- Provide education and family support groups for Alzheimer patients and care givers.
- Are instrumental in making sure that diabetes supplies and education are included in comprehensive insurance coverage.
- Provide a \$100 grant to anyone who has been diagnosed with Leukemia or Lymphoma.
- Produce a comprehensive, free tool kit for the school community to help educators and administrative staffs effectively interact with students with autism.
- Created a program to encourage manufacturers to design easy to open products and packaging.
- Provide free, personal and private websites that connect people experiencing a significant health challenge to family and friends, making each health journey easier.

Community Shares of Illinois (903-0000)

Our member charities...

- Provide a safe haven for animals.
- Empower people who currently are or are at risk of becoming homeless.
- Distribute food to thousands of people in need.
- Build and support healthy drug-free communities.
- Break the cycle of domestic violence and abuse.
- Promote accessible healthcare for all.
- Provide affordable housing and support services for low and moderate income people.

SECA donations...

- Your \$100 donation will help Forever Home Feline Ranch spay or neuter and vaccinate a cat.
- Your \$100 donation will fund a day of camp for a child impacted by cancer at Gilda's Club Chicago.
- Your \$100 donation will allow WUIS Public Radio to repair and update out-of-date recording and broadcasting equipment.
- Your \$100 donation will help purchase textbooks for a Chicago Coalition for the Homeless college scholarship student who experienced homelessness in high school.
- Your \$50 donation will allow Champaign County Health Care Consumers to provide case management to an individual in need of health care and wrap-around services.
- Your \$50 donation will pay for a class to visit the woods at Lincoln Memorial Garden.
- Your \$50 donation will provide interview attire and preparation for a StreetWise client.
- Your \$50 donation will provide a week's groceries for three families from Wesley Evening Food Pantry.
- Your \$25 donation will help Friends of Sangamon County Animal Control pay for gas to transport animals to rescues.
- Your \$25 donation will produce a Chicago Metropolitan Battered Women's Network training manual to educate professionals on how to work with survivors.
- Your \$25 donation will provide a light fixture for a Habitat for Humanity home.
- Your \$10 donation will provide one round of antibiotics for a sick cat or dog at Animal Protective League.
- Your \$10 donation will help AIDS Foundation of Chicago provide five meals for a low-income person living with HIV/AIDS.
- Your \$10 donation will help Prevention First send drug prevention messages to 10,000 youth, parents, educators, and community members.

EarthShare Illinois (909-0000)

Illinois environment at a glance...

- The first aquatic invasive species in the Great Lakes was the sea lamprey in the 1830s. Now more than 180 invasive species are in the region, and 10 more are “knocking on the door”. A study conducted for The Nature Conservancy found that aquatic invasive species cost the Great Lakes region significantly more than \$100 million a year. (Alliance for the Great Lakes)
- Illinois, Indiana, Iowa, Michigan, Ohio, and Wisconsin account for 20% of the carbon pollution in the United States. The Midwest alone is responsible for more global warming pollution than most countries across the globe except for China, India, Russia, and Japan. (Environmental Law & Policy Center)
- Illinois ranks 48th in the nation when it comes to publicly accessible open space per capita in state and national parks. (Illinois Association of Park Districts)
- Illinois ranks 32nd the nation in acres conserved and Illinois ranks 6th in the Midwest in acres conserved. (Land Trust Alliance)
- Locally grown food can be 3-10 days fresher than food shipped in from far away. When you eat locally grown foods soon after harvest, it is fresher and riper because it is picked closer to peak. Studies have shown that the nutrient levels of food are highest closer to the time they are harvested. (FamilyFarmed.org)
- The United States is a net food importer, and over 95% of the food we eat in Illinois is not raised in Illinois. (The Land Connection)
- Illinois livestock operations produce over 10 million tons of waste annually. Waste is often stored improperly or in structures that leak. The waste is eventually applied to farm fields, but over-application and polluted runoff occur. (Prairie Rivers Network)
- The Illinois Waste Characterization and Generation Study estimated that approximately 35% of material in Illinois is recycled and 1.5% composted. This study provided numbers that indicate that Illinois also generates 19% more waste per capita than the average state in the United States. Illinois landfills will not last forever and, using the 2012 disposal rates, it is expected that the landfills will have a capacity that will last for another 26 years. (Illinois Environmental Council)

SECA donations...

- \$1 per pay period can plant 25 trees to help reduce carbon dioxide in our atmosphere.
- \$2 per pay period can provide one year of guided nature exploration to a preschool student in a Pre-K or Head Start program.
- \$4 per pay period can care for floodplains and riverbanks that help filter harmful pollution out of our drinking water.
- \$5 per pay period can purchase and plant a fruit tree for an urban orchard, providing a community with up to 150 pounds of fresh fruit a year for decades.
- \$6 per pay period can protect ten acres of forest and all the life within it.
- \$10 per pay period can fund ongoing recovery efforts in the Gulf of Mexico.

Global Impact (901-0000)

Our charity partners...

- Annually provide emergency relief and sustainable solutions to over 400 million people.
- Hold a common ground in that they believe in giving a “hand up not a hand out.”
- Many of our charities help children in impoverished countries to overcome starvation and malnutrition.
- Help create jobs and small businesses within communities so that they become self-sustaining.
- Open hospitals to save the lives of people who might otherwise die from preventable illnesses.
- Reach out to help victims of natural disasters throughout the world.
- Help millions of people protect themselves from HIV/AIDS.
- Provide education to children and adults, decreasing the occurrence of illiteracy.

SECA donations...

- Help victims of natural disasters and civil conflict.
- Deliver immunizations and antibiotics for children.
- Help young girls get out of trafficking situations.
- Provide safe drinking water for communities in need.
- Give food to families in need.
- Help women give safe childbirth.
- Educate children and adults.
- Improve overall health within communities.
- Enhance economic development by providing job training and micro loans.
- Provide environmental sustainability.
- Help millions of people worldwide protect themselves against HIV/AIDS.
- Offer hope to people who otherwise would not have resources to change their lives.

America's Best Charities (911-0000)

Our member Charities...

- Protect pets, wildlife, and endangered species, teach people to treat animals with respect, provide humane training of animals as helpmates and companions to people in need.
- Heighten public awareness of children's issues and the solutions to their problems. Strive to give children all over the world a fighting chance at a brighter tomorrow and a more fulfilling future.
- Protect the environment, educate about the benefits of sustainable solar energy and help conserve and protect the nation's hiking trails, fisheries, rivers, coastal areas and oceans.
- Work in every area of the world to ease suffering of people affected by war, famine, natural disaster and epidemic.
- Provide schools with better classroom tools, tutors for struggling students, role model mentors, teacher Scholarships, Music and arts education, and after-school enrichment programs. They also give scholarships to needy students, teach young people about leadership, provide family literacy programs and promote educational programs for those with learning disabilities.
- Assist veterans and their families, providing scholarships for the children of military personnel, funding memorials and museums to honor those who have served their country.
- Work to protect endangered animals and their habitat; to provide sanctuary for rescued and threatened species; to keep oceans and rivers safe and thriving; and to defend the "wild" in wildlife.
- Provide women with economic opportunity, scholarships, job training, small business development and freedom from sexual harassment and discrimination.

SECA donations...

- Help a working poor woman decently feed her children.
- Train a hearing dog for a deaf person who could otherwise not afford one.
- Honor a fallen Marine.
- Fund Research toward a Cure for Cancer.
- Help spay or neuter and feed homeless cat or dog.
- Provide basic treatments, tests and immunizations against preventable childhood diseases in other countries.
- Provide life-changing reconstructive surgeries on a child's face.
- Provide rides to hospitals for 14 sick and injured veterans who have no means of getting there for care and treatment.
- Provides backpacks filled with school supplies for children in the United States and Kenya.
- Provides coats, blankets and shoes to keep children warm in Appalachia.

Special Olympics Illinois (905-0000)

Our member Charities...

- Sports is a powerful force. It can shift the focus from disability to ability, from isolation to involvement. We offer the highest quality Olympic-style sports training and competition for people with intellectual disabilities all around the world. This changes attitudes and changes lives.
- There is no cost for an athlete to participate.
- Allows athletes to develop self-esteem, physical fitness, courage and experience joy by participating in the program.
- Over 22,000 athletes (ages 8+) and 20,000 young athletes (ages 2-7) participate in Illinois.
- There are over 45,000 volunteers and nearly 5,000 coaches throughout the state.
- 295 competitions occur annually.
- There are 19 Olympic style sports that athletes can compete in.
- Our Athlete Leadership Program empowers athletes to share their message and allow them to participate in roles previously considered non-traditional, like Athlete Board Members, Global Messengers and Athlete Coaches.
- Special Olympics was founded in 1968 with the first games held at Soldier Field.
- We do not receive funding from the Joseph P. Kennedy Jr. Foundation.

SECA Donations...

- Enable us reach more athletes, raise more resources and ultimately improve athlete experiences.
- Support coaching, transportation and equipment for their chosen sport.
- Provide on-site medical teams, meals, facilities and security for their events.
- Provide gold, silver and bronze medals.
- Support our role as the world's largest public health organization for people with intellectual disabilities by allowing us to provide free health exams and care at our events.
- Help send athletes to National and World Games, where they meet hundreds of athletes from across the country and around the world.

Our sports events bring together a large and inclusive community of athletes, supporters and families, coaches, volunteers and many others. The athletes are at the center of it all -- to the shared joy of themselves, their families and their communities. These events help us all rediscover the purity of sports -- and real athletic pursuits -- based on true Olympic ideals.

United Negro College Fund (900-0000)

- 71 years of helping to provide bright futures to low income young Americans who would not otherwise afford a higher education
- 400,000 students have been able to graduate college thanks to UNCF's support
- 60,000 young people are going to college right now with the help of UNCF. Since 62% are from families with annual incomes under \$25,000, many would be unlikely to attend college without the support of UNCF
- 8,000 UNCF students graduate with bachelors, masters and doctorate degrees each year
- 400 scholarship and internship programs are under the administration of UNCF, so that even students from low and moderate income families can afford tuition, books and housing
- 60% of UNCF students are the first in their families to attend college, potentially breaking a multi-generational cycle of underachievement.
- 90.56% of every dollar we raise is spent on student support and scholarships
- 90,000 students applied to UNCF for financial aid last year. We need your support to help them realize their dreams of going to college

SECA donations...

- Provide operating funds for UNCF's 38 member colleges.
- Help to raise funds for Emergency Student Aid.
- Provide training for the next generation of American workers.
- Grant more than 8,000 undergraduate, graduate and doctoral degrees from our colleges and universities each year.
- Play a major role in graduating students who many thought were not capable of completing college degrees.
- Provide an opportunity to expand access to science, technology, engineering and mathematics disciplines to young minority men and women who deserve to become innovators in our world.
- Provide support to 60,000 students a year.
- Make sure that minorities get the help they need to attend college and graduate.
- Strengthen student support and development by allowing the UNCF model to serve as the number one provider of student support to underrepresented students.
- Aid UNCF in its endeavor to assist its member institutions to increase the number of bachelor's degrees awarded in the spring of 2015 by 50%.
- Help with advocating by providing an excellent opportunity to introduce key workers and coordinators to as many charities as possible.

United Way (100-0000)

As a state association...

- United Way is the largest private funder of health and human services in Illinois.
- United Way of Illinois is comprised of 51 local United Ways.
- United Way of Illinois provides advocacy to support the health and human service sector.
- United Way of Illinois is partnering with the State of Illinois to expand 2-1-1 services for information and referrals.

SECA donations...

- Support local services working together to create long-lasting community change by helping children and youth achieve their potential, promoting financial stability and family independence and improving people's health.

Local United Ways...

- Local United Ways are independent, 501(c) 3, not-for-profit organizations. **Each United Way is listed separately, by county, in the SECA book.**
- Donors should refer to their county listing and use the 7-digit SECA code listed for your local United Way and/or its partner agencies.
- Local United Ways advance the common good by addressing the needs of your community.
- Local United Ways operate independently, bringing together people and organizations to identify, assess and address your community's health and human service needs.
- Each United Way is led by local volunteers and works to meet the immediate needs of families while developing long term solutions based upon the priorities of your community such as: Education, Financial Stability and Health – the building blocks for a good quality of life.

Local United Ways...

- Support emergency services that are available 24/7, 365 days a year.
- Ensure homeless and transitional housing programs are available.
- Support programs providing food and provisions to individuals in crisis.
- Fund shelter and support services for individuals and families who are victims of domestic violence.
- Support afterschool services to homeless children providing mentoring and tutoring services.
- Fund child development programs for children of working parents.
- Provide mentoring to children from single parent and special needs families.
- Provide assistive technology and educational support for children with disabilities.
- Support clinics providing dental and vision services to low income families.