

**3 GOALS****ACCESS****STABILITY****DEVELOPMENT****HOUSING**

Increase access to dependable housing, sustainable utilities, and safe and local neighborhoods.

**EARLY LEARNING**

Increase families' access to steady, affordable, and quality child care and education.  
(to include elementary school age and below)

**SAFETY NET**

Provide consistent safety net services during times of financial stress to both families and seniors.

**HEALTH AND MENTAL HEALTH**

Provide affordable health and mental health resources.

**SKILLS DEVELOPMENT**

Promote educational attainment and develop necessary skills to meet future employment needs and secure self-sustaining jobs.

**5 O U T C O M E S****WHAT WE DO****UNITE**

We bring together donors, volunteers, businesses, nonprofits, faith-based, community leaders, government, experts, and those in need to address challenges in our community.

**STRATEGIZE**

We break each problem down to its root cause, and with our stakeholders, develop research-based, comprehensive strategies to make significant and sustainable progress.

**TACKLE**

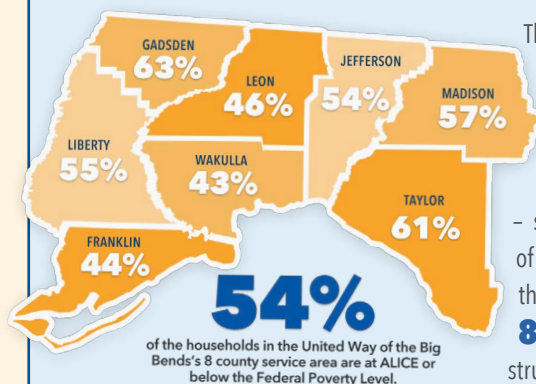
Once the strategies are set, it's time for action. We invest in or create initiatives designed to shrink the ALICE population and those living in poverty.

**EVALUATE**

We create metrics and continuously evaluate the results of our investments, holding every program partner and initiative accountable to make a significant impact.

**UNITED WAY OF THE BIG BEND STRATEGIC DIRECTION**

We have long been the trusted leader in addressing our community's needs but also recognize the importance of staying relevant by keeping up with the ever-growing and changing philanthropic landscape.



The most recent United Way of the Big Bend **ALICE Report** provides a clear yet startling picture of our neighbors struggling to make ends meet and of those living in poverty. **ALICE** is the acronym for **Asset Limited, Income Constrained, Employed** – simply put the working poor. On average, **54%** of households in the Big Bend region cannot afford the basic costs of living. This number equates to over **88,402** families or **220,256** individuals are struggling day-to-day in the Big Bend.

Our strategic direction positions UWBB to be more effective than ever for identifying and addressing the needs of those living in poverty and the working poor. Our goal is to shrink these populations in the future by focusing our collective resources on Economic Development through Workforce Enablement. This is achieved through the focus of three goals which help this population gain **access** to basic necessities, achieve economic **stability** and **develop skills** to either help gain employment or move up the economic ladder. Under these three goals, we have identified funding priority outcomes that anchor these goals. They are: **Housing, Early Learning** (to include elementary age and younger), **Safety Net, Skills Development** and the addition of **Health and Mental Health** take into account the impact that the pandemic had on social isolation, depression, access to healthcare and healthcare disparities.



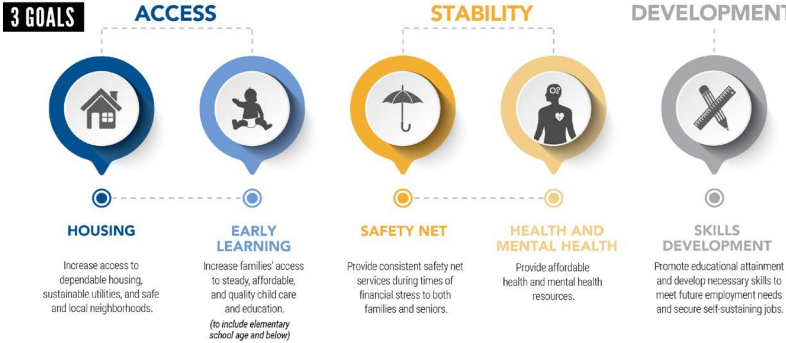
**UNITED WAY**  
Big Bend

# UNITED WAY BIG BEND

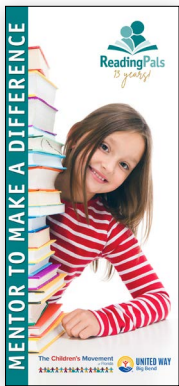
For more than **82** years, United Way Big Bend has evolved to meet the needs of the times. Today, our community needs **UNITED WAY** more than ever.

## UWBB FOCUS AREAS-ALICE & BELOW

Economic Empowerment Through Workforce Enablement for Those at or Below The **ALICE** Threshold



## 5 O U T C O M E S

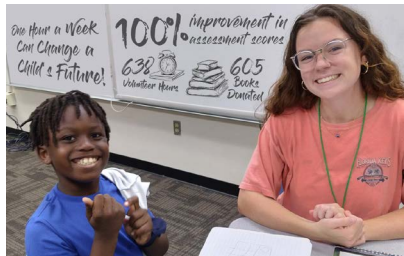


**ReadingPals** is an Early Learning initiative administered through a partnership between UWBB and Leon County Public Schools with the help of local community partners providing volunteer mentors for students from Voluntary Prekindergarten (VPK) to 3rd Grade who may need extra help; utilizing one-on-one or small group settings, it builds meaningful relationships with young children helping them to improve social-emotional-development and early learning literacy skills.

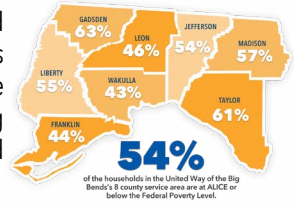
Over the course of the 2024-2025 school year, **98** children in **17** elementary schools including a Pre-K program received **2,428** hours of mentoring and early literacy and reading skills practice to support reading comprehension by **91** mentors trained to use literacy lessons and activities developed by educators. Our ReadingPal children participants are pre-and post-tested on reading skills, and **90%** of them made literacy gains, as measured by school administered standardized assessments.



**MATHxPALS** is an education initiative with one-to-one matching of caring mentors with elementary school students in extra need of help developing essential math skills; mentors choose the school and day that best fits their schedule reporting during after-school programs for one hour/week throughout the school year utilizing math curriculum created by UWBB and **100%** of them made literacy gains, as measured by school administered standardized assessments.



**UWBB** has long been the region's trusted leader for addressing our community's most vital concerns. We also recognize the importance of staying relevant by keeping up with those ever growing needs and changing philanthropic landscape.

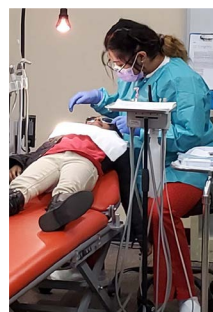


Today our focus is guided by the ALICE Report and other community data. ALICE is the acronym for Asset Limited, Income Constrained, Employed – those living in poverty and at the edge of poverty. The most recent Report provides clear yet startling pictures of our neighbors struggling to make ends meet and of those living in poverty. On average, **54%** of households in the Big Bend region cannot afford the basic costs of living; a number which equates to over **88,402** struggling families or **220,256** individuals. Our strategic direction positions UWBB to be more effective than ever in serving as the trusted strategic leader and convener for identifying and addressing the needs of families in the ALICE population.



The **Read UNITED** initiative provides volunteers an opportunity to share the love of reading with children in our community over a week-long event in early spring and fall each year; each participating 1st Grade classroom at Title I schools & early childcare program receives a set of books thanks to our Read United presenting sponsor resulting in countless smiles and widespread inspiration for reading.

The **REALITY STORE** is a financial simulation where teenage students are assigned careers and make real world decisions about budgets & lifestyles providing a fun and effective way for teens to learn basic skills in financial planning & responsibility, goal setting, decision making and career planning as well as clarifying the need for young women and men to examine their attitudes about their future and career expectations.



**Smile United**, is a pediatric dental care initiative, in partnership with Florida Blue and Leon County Schools, provides beneficial dental services to second & sixth grade students in Title I schools across Leon County, including dental assessments, dental cleanings, oral health education, fluoride varnish and sealants.







**WOMEN UNITED** is an affinity group within UWBB comprised of women leadership givers who are passionate and committed to the work of the United Way and are an influential force of women philanthropists who give, advocate, and volunteer to impact the lives of women, children, and families throughout the Big Bend through two critical fundraising events each year: The **Women's Leadership Breakfast** in late fall and **Power of the Purse** in early spring.



Since 2005, VITA volunteers have filed over saving taxpayers more than

**33,723**  
TAX RETURNS

**\$9.9 MILLION**

**8,000 Individuals & Families Served**

**\$1,031,381**

in refunds returned to our community.



**\$284,100**

realized cost savings for VITA Clients.

**\$220,441**

the Earned Income Credit (EIC) amount returned to VITA clients.

## STUDENT UNITED WAY

**Student United Way** is a collection of students in public and private elementary, middle, high school, and college students focusing on local outreach and becoming active members of the local community both on and off campus through education, **FUNDraising**, and service. **SUW** members participate in the annual **DAY OF DOING** contributing to local UW partner agencies serving our community."



## WORKPLACE CAMPAIGNS

A Workplace campaign unites employees in all offices and branches of a company and gives them an opportunity to donate, volunteer and speak out for causes that matter to them, strengthening connections between employees and their community. Results are seen in your own backyard even as you are part of a larger mission to affect change worldwide.

## BECOME A UNITED WAY CORPORATE AMBASSADOR!



### FOR A UNIQUE PROFESSIONAL DEVELOPMENT OPPORTUNITY

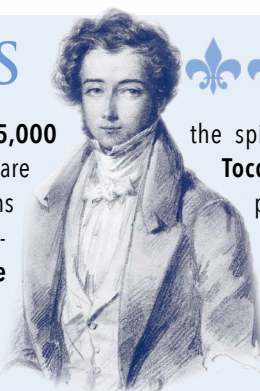
The **Corporate Ambassador** serves as an ambassador supporting our United Way Big



Bend community workplace campaigns giving companies high visibility while providing career-enriching leadership, team building, & communication skills and strengthening company relationships with other organizations through shared contacts & working relationships while making a difference in our community.

## MAJOR GIFTS

**Major Gifts** are donations exceeding **\$5,000** and up to **\$9,999**. **\$10,000** and above are considered **Tocqueville Society** donations named for the renowned French political philosopher **Alexis de Tocqueville** who admired three elements in North American society: liberty, equality, and















the spirit of neighbor helping neighbor. **Tocqueville Society** recognizes local philanthropic leaders and volunteers who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues.

## LEADERSHIP GIVING

Leadership Giving is a program that identifies, solicits and recognizes individual donors who make annual gifts that range from **\$1,000 to \$4,999**.

**UNITED WE Thrive!**

PROGRAM	DESCRIPTION	FUNDED COUNTIES	OUTCOME AREAS
2-1-1 HELPLINE, LYFT	A 2-1-1 Big Bend program that addresses all five strategic priority impact areas of the UWBB, connecting low income and ALICE individuals with local area agencies providing human services support and resources. 211 also operates a transportation assistance program facilitating rides for people to food pantries, medical appointments and job interviews.	Leon	
ACCESS TO INDEPENDENCE	A program of The Center for Independent Living DBA Ability 1st, the Access to Independence program helps people under the ALICE threshold with mobility/self-care needs obtain the necessary services, medical equipment, and supplies that allow them to remain safely in their homes.	Gadsden, Madison, Taylor, Wakulla	
ALICE HOUSING ASSISTANCE	A program of Emergency Care Help Organization, Inc. (ECHO) – A program that helps prevent ALICE households from becoming homeless and moves those experiencing homelessness into permanent housing, through the payment of rent and utilities or move-in costs.	Leon	
BETTER ANGELS PROGRAM	A program of Good News Outreach, Inc. focusing on providing accessible workshops and training to teach seniors in the Frenchtown area how to use digital devices and AI-powered tools offering memory care support through technology-based activities designed to stimulate cognitive function and mental wellness.	Leon	
BGC (STEM) SCIENCE TECHNOLOGY ENGINEERING MATHEMATICS PRE K -5TH GRADE	A program of the Boys and Girls Club of North Central Florida Inc. offering a full range of academic learning with a particular emphasis on STEM activities.	Taylor	
BREHON HOUSE	A program of Brehon Institute for Family Services, Inc. providing housing, shelter, education and support programs for adult homeless, pregnant women and their infants that supports the birth and care of healthy babies. The residential facility serves the Big Bend Region. All services are provided at no cost to the client. The average stay by residents is six to nine months.	Leon	
CAREER READINESS AND VOCATIONAL TRAINING	A program of AMI Kids Gadsden that helps local students ages 11-17 determine and develop career pathways through vocational education and training, job placement, and support services. Their aim is to give students who are demonstrating at-risk behaviors in school and/or the community an opportunity to learn useful vocational career technical skills as well as earn industry recognized certificates, which prepares them to make better choices and contribute to the community.	Gadsden	
CARRABELLE FOOD PANTRY	Carrabelle's Food Pantry program is an all-volunteer, locally operated program distributing daily and weekly food and food packages to community residents to meet the needs of food-insecure neighbors and families.	Franklin	
COMMUNITY CARE FOR THE ELDERLY	A program of Jefferson Senior Citizens Center Inc. that helps meet the needs of seniors/elders by providing support to the most vulnerable citizens of Jefferson County and providing a safe place for seniors to go for help.	Jefferson	
DIGITAL ACCESS & LITERACY FOR MENTAL HEALTH	A program of Black Men's Health (BMH) addressing significant health disparities in communities facing mental health issues and limited access to care by providing increased awareness, improved access, enhanced utilization and positive outcomes through group and one-on-one sessions on digital literacy, mental health literacy, navigating mental health services in the community and mental health check-ins.	Gadsden, Jefferson, Leon, Madison, Taylor	
DISASTER SERVICES	A program of the American National Red Cross providing persons affected by a disaster free and immediate help with basic needs including emergency services in the area of health and mental health.	Gadsden, Jefferson, Madison, Taylor, Wakulla	
DOMESTIC VIOLENCE	A Refuge House program offering life-saving support targeted and tailored for survivors of domestic violence and sexual assault including safety services for adults and children after attacks. Support services include emergency shelter, basic needs including food, clothing, personal care supplies, school supplies for children, emotional support, and transportation assistance.	Gadsden, Leon, Madison, Taylor, Wakulla	
EARLY HEAD START	A Kids Incorporated of the Big Bend program providing early childhood education, health, mental health, family, and nutrition services to strengthen learning experiences and ensure school readiness and promote families building relationships that support the well-being of the family and development of the child.	Jefferson, Leon, Madison	
EMERGENCY SHELTER AND DIVERSION SERVICES	A Connecting Everyone with Second Chances (CESC Inc.), Kearney Center program providing a safety net for vulnerable individuals each day. Funding supports both sheltering needs and diversion services to prevent more of our neighbors from entering homelessness by identifying immediate, alternate housing arrangements and/or connecting them with services/financial aid (hotel vouchers, rental/transportation/utility assistance).	Gadsden, Leon, Wakulla	
FOOD BANK OPERATIONS	An America's Second Harvest of the Big Bend program to meet the short-term nutritional needs of the hungry and food-insecure residents in Leon County and neighboring counties. Food assistance can also free up funds for families to pay for other expenses such as medicines, school expenses, rent, and utilities.	Franklin, Gadsden, Jefferson, Leon, Liberty, Madison, Taylor, Wakulla	
GADSDEN HOUSING	A Big Bend Habitat for Humanity, Inc., volunteer-based construction program providing simple, decent housing for individuals and families currently living in substandard housing, enabling them to create generational wealth opportunities for their families. Prospective homeowners complete 400 sweat equity hours and participate in homeownership classes and workshops.	Gadsden	
GETTING AHEAD	A program of Capital Area Community Action Agency, Inc. which creates opportunities that foster long-term personal and economic development through initiatives and programs promoting educational attainment, skills development, and mentorship focusing on what low-income people need to do to change by exploring interactions between classes of poor, middle, and wealth.	Franklin, Liberty, Wakulla	


**HOUSING**













**EARLY LEARNING**

**SAFETY NET**

**HEALTH &  
MENTAL HEALTH**

**SKILLS  
DEVELOPMENT**



PROGRAM	DESCRIPTION	FUNDED COUNTIES	OUTCOME AREAS
GREAT FUTURES START HERE	A <b>Boys and Girls Club of the Big Bend</b> program providing positive afterschool and summer sessions focused on character and leadership development, education and career development, health and life skills, arts and sports, and fitness and recreation. The goal is to ensure all the kids graduate from high school with a plan for the future.	Gadsden, Leon	
HOPE COMMUNITY FAMILY EMERGENCY SHELTER	A program of <b>Family Promise</b> providing emergency shelter, housing placement assistance, case management, life skills in a trauma-informed setting that encourages recovery and responsibility, autonomy, and independence. HOPE is a transitional shelter to assist people with exiting homelessness and obtaining permanent housing.	Leon	
IN-HOME COMPANION PROGRAM	A program of <b>Elder Care Services</b> providing care for seniors who need help to remain safely at home; specifically for seniors who are frail, functionally-impaired and homebound or suffering from chronic diseases or dementia. Services are based on individualized care plans and may include companionship services, homemaking, personal care services, respite care services and transportation.	Leon, Wakulla	
LOW VISION SKILLS TRAINING FOR ADULTS	A <b>Lighthouse of the Big Bend</b> program for adults with low vision in the process of losing their sight and not yet diagnosed as legally blind providing group sessions in which skills are taught for continued employment and stability using adaptive technology and vision aids fostering productivity and self-reliance to thrive in the workplace, home, and community.	Wakulla	
NUTRITION PROGRAM	A program of <b>Elder Care Services</b> which provides meals to seniors suffering from food insecurity. Meals on Wheels provides nutrition to frail and home-bound seniors in Leon County by delivering five meals each week directly to the senior at home. Volunteers deliver the meals, offering a safety and wellbeing check in opportunity.	Leon	
OMEGA LAMPLIGHTERS PROGRAM	A program of <b>Omega Lamplighters</b> that helps boys and young men gain skills in leadership, college and career readiness, civic responsibilities and community service, and positive interactions. There is a focus on engaging youth in activities and supportive services aimed at reducing crime and violence in the community.	Leon	
PUBLIC GUARDIANSHIP WAKULLA COUNTY	A program of the <b>North Florida Office of Public Guardian, Inc.</b> , providing guardianship services to vulnerable individuals who are unable to make decisions for themselves and have no suitable family or friends to assist them, ensuring their well-being, safety, and financial stability by advocating for their best interests and connecting them to essential services including medical care, housing, and financial management.	Wakulla	
REACH PROGRAM	A program of <b>Pace Center for Girls, Inc.</b> , providing a prevention and intervention program tailored to meet the unique therapeutic needs of girls outside of the Pace Center by providing social-emotional, behavioral, therapeutic, and mental health counseling to at-risk girls and their families at their schools and/or their homes.	Leon	
REFIRE CULINARY SKILLS TRAINING	A program of <b>ReFire Culinary, Inc.</b> , providing on-the-job culinary training and community re-entry support for people experiencing poverty who also face a barrier to housing, employment, and self-sufficiency because of a prior felony conviction. Participants of the 8-week program receive basic kitchen and cooking skills, training, on the job training wages, job experience, job placement assistance, and a year of follow-up re-entry support to bridge the final gap from incarceration to economic self-sufficiency.	Leon	
RESIDENTIAL SERVICES PROGRAM	A <b>Refuge House Inc.</b> program that offers life-saving support to survivors of domestic violence and sexual assault. It includes emergency shelter for families, early learning for child victims of abuse, housing safety, and skills development for adult survivors.	Gadsden, Leon, Madison, Taylor, Wakulla	
STEM ELEMENTARY PROGRAM	A program of <b>ReThink Energy</b> providing science, technology, engineering, and math enrichment activities in elementary schools' afterschool programs. The goal of the program is to support academic enrichment in these subjects and to encourage children to explore future careers in these STEM fields.	Leon	
TAYLOR COUNTY WEEKEND BACKPACK FOOD PROGRAM	A <b>Taylor County IFAS 4-H Foundation Inc.</b> , program providing meals and snacks to children in need for weekends and holidays when school is not in session and food is not available or limited. Backpacks are stocked with kid-friendly, nutritious & shelf-stable food with special emphasis on sending home with kindergarten students in bags discreetly placed inside students' individual backpacks every Friday afternoon.	Taylor	
WAKULLA SENIOR CENTER PROGRAM	A program of the <b>Wakulla Senior Citizens Council, Inc.</b> , that helps meet the needs of seniors/elders by providing support to the most vulnerable citizens of Wakulla County and providing a safe place for seniors to go for help.	Wakulla	
WE CARE NETWORK	A program of <b>Capital Medical Society Foundation, Inc.</b> working to decrease healthcare disparity and improve health outcomes by facilitating access to specialty healthcare for vulnerable, low-income, uninsured adult patients by coordinating donated specialty medical and dental care.	Gadsden, Jefferson, Leon	
WOMEN'S EMPOWERMENT SUPPORT PROGRAM	A program of <b>The Oasis Center for Women and Girls</b> focusing primarily on single mothers. The program provides counseling and workshops to help participants build positive parenting skills and reach personal and professional goals. It specifically targets support for mothers whose sons are involved in the programs offered through the Council on the Status of Men and Boys.	Leon	


**HOUSING**

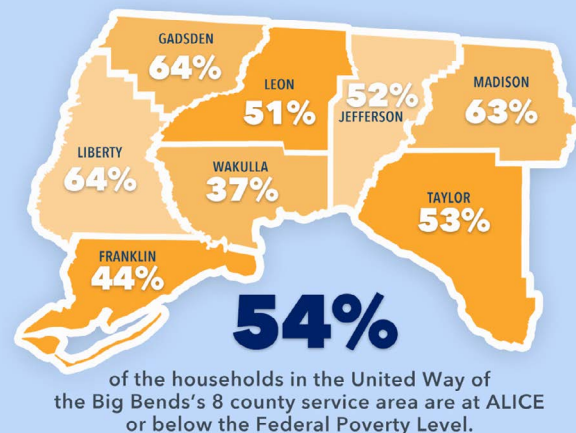
**EARLY LEARNING**

**SAFETY NET**

**HEALTH &  
MENTAL HEALTH**

**SKILLS  
DEVELOPMENT**

UNITED WAY BIG BEND PROVIDES  
ACCESS TO BASIC NECESSITIES,  
OPPORTUNITIES TO ACHIEVE ECONOMIC  
STABILITY & DEVELOP SKILLS TO EITHER  
GAIN EMPLOYMENT OR MOVE UP  
THE ECONOMIC LADDER.



## Economic Empowerment Through Workforce Enablement for Those at or Below The **ALICE** Threshold

### 3 GOALS

### ACCESS



#### HOUSING

Increase access to dependable housing, sustainable utilities, and safe and local neighborhoods.



#### EARLY LEARNING

Increase families' access to steady, affordable, and quality child care and education.  
*(to include elementary school age and below)*

### STABILITY



#### SAFETY NET

Provide consistent safety net services during times of financial stress to both families and seniors.



#### HEALTH AND MENTAL HEALTH

Provide affordable health and mental health resources.

### DEVELOPMENT



#### SKILLS DEVELOPMENT

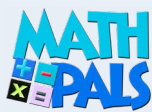
Promote educational attainment and develop necessary skills to meet future employment needs and secure self-sustaining jobs.

## GET INVOLVED

For information on individual or group volunteering opportunities, please contact us at  
**[communityimpact@uwbb.org](mailto:communityimpact@uwbb.org) or 850-414-0856**



**Read United** is an initiative that provides volunteers an opportunity to share the love of reading with children in our community over a week-long event in spring & fall each year; each participating 1st Grade classroom at Title I schools & early childcare programs receives a set of books.



**MATHpals**, is a mentoring program for kindergarten through third grade students, creates a creative and encouraging environment for learning math by matching caring mentors one-to-one with students who need extra help developing essential mathematical skills.



**ReadingPals** is a statewide early literacy initiative that provides volunteer mentors for students from Pre-k to 3rd grade who may need extra help. Mentors are matched one-to-one with students in Pre-K through third grade.



**Smile United**, a pediatric dental care initiative, in partnership with Florida Blue and Leon County Schools, provides beneficial dental services to second & sixth grade students in Title I schools across Leon County, including dental assessments, dental cleanings, oral health education, fluoride varnish and sealants.



**Volunteer Income Tax Assistance (VITA)** this program offers free tax help to low-to moderate-income individuals and families. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals.



**Reality Store** is a learning experience for young adults with the goal of teaching all students basic skills in financial planning, goal setting, decision making, and career planning. Designed to help young adults examine their attitudes about their futures and career expectations.

**UNITED WE THRIVE!** 307 E. SEVENTH AVENUE | TALLAHASSEE, FL 32303 | PH 850.414.0844 | [UWBB.ORG](http://UWBB.ORG)

Information you provide to United Way Big Bend is used only to properly credit your investment and communicate with you about United Way and related program information. United Way of the Big Bend respects the privacy of its donors and does not rent, trade or sell its information.

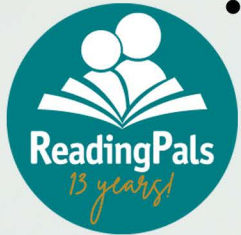




# READINGPALS NEEDED!

Become a ReadingPal and help change a child's future!

Sign up to be a ReadingPal and help make a difference for them and your community!

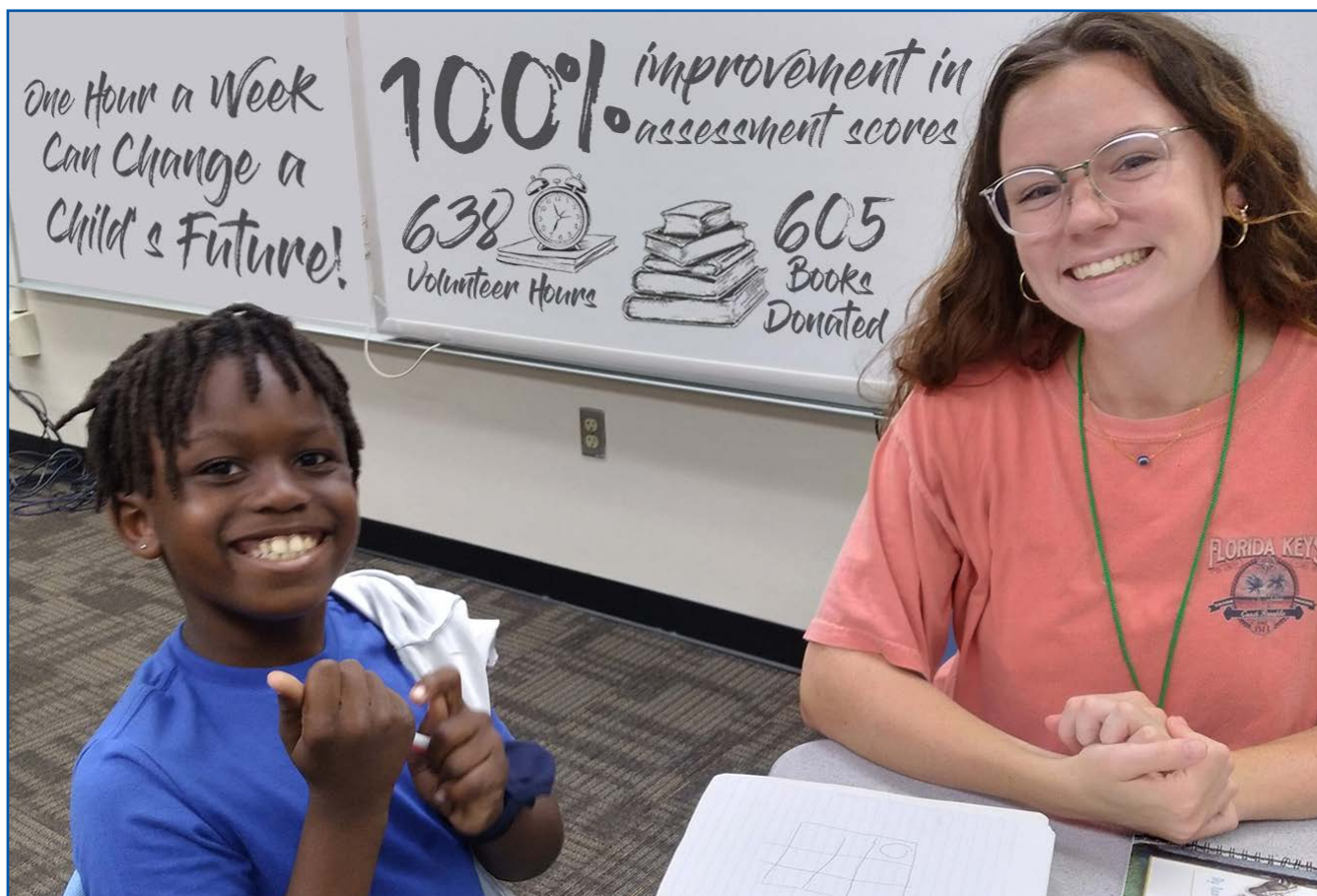


- Mentors are matched one-to-one with students in Pre-K through third grade  
(Virtual Options available)
- Mentors report for one hour a week during the school year
- Mentors choose a day and time that best fits their schedule at participating schools





## Like Math and Working with Kids?



An hour a week can  add up to a much brighter future for a student struggling with Math.

# BECOME A MATHPAL TODAY!

For more information about becoming a **MATHPAL** mentor, please contact Samantha Sager at [samantha@uwbb.org](mailto:samantha@uwbb.org) or 850-414-0856



**UNITED WAY**  
Big Bend

UWBB.ORG





Paperwork



Assessment



Income tax



Inspection



Amounts



Tax figures



Increase

# Get Your Taxes Done for **FREE!**

## Get Your **FULL** Tax Refund with VITA!

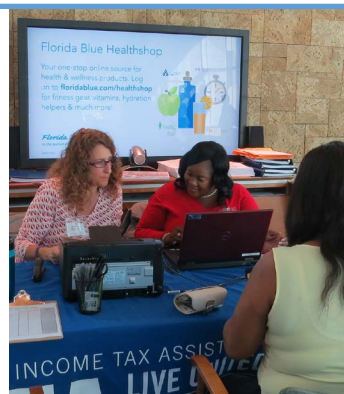


The **Volunteer Income Tax Assistance (VITA)** program offers free tax help to low-to-moderate-income individuals and families. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals.

Get one-on-one tax preparation by a Certified Tax Preparer and receive **100%** of your refund. Through VITA, you can quickly and easily get your taxes prepared and electronically filed for **FREE!**

## KEEP YOUR CASH! CLAIM YOUR CREDIT!

Through **VITA** you can see if you qualify for special tax credits that may increase your return to help you **keep** more of **what you earned!**



## Do you enjoy helping others? Become a VITA volunteer!

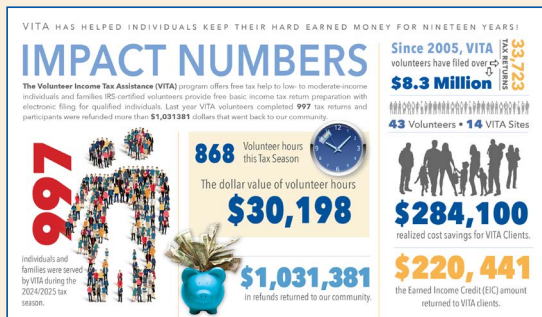
VITA is currently looking for volunteers to serve as certified tax preparers for the tax season. You will receive training from an expert IRS agent and be equipped with the know-how you need to confidently prepare taxes for yourself and fellow community residents. Scheduling is flexible so you can volunteer during a time that is convenient for you!

## VOLUNTEER WITH US TODAY!

Help your low-income neighbors and Seniors keep their hard-earned money!



**UNITED WAY**  
Big Bend



For more information about volunteer opportunities or to sign-up, please email **Samantha Sager** at [samantha@uwbb.org](mailto:samantha@uwbb.org) or call **(850) 414-0856**

**United Way of the Big Bend** | 307 E. Seventh Avenue | Tallahassee, FL 32303 | Ph 850.414.0844 | [uwbb.org](http://uwbb.org)

**United Way of the Big Bend (UWBB)** has been serving our community since 1943. We are the area's only nonprofit supporting 32 partner agencies and providing funding to help support programs that provide critical services to individuals and families in our region.



To make an impact in our community, we focus on five community outcomes, providing grants in these areas:



**HOUSING** – Increase access to dependable housing, sustainable utilities, and safe neighborhoods.



**EARLY LEARNING** – Increase families' access to steady, affordable, and high-quality care and education.



**SAFETY NET** – Provide consistent safety net services during times of financial stress.



**HEALTH & MENTAL HEALTH** – Provide affordable health and mental health resources.



**SKILLS DEVELOPMENT** – Promote educational attainment and development of necessary skills to meet future employment needs and secure self-sustaining jobs.

*If you choose to partner with us, we work on partnerships in any of these four ways:*

1

**CORPORATE DONATION OR SPONSORSHIP OPPORTUNITY** – A donation made on behalf of the company, or the company matches what employees give. Sponsorship opportunities vary based on areas of interest.

2

**WORKPLACE GIVING CAMPAIGN** – Nominate an Employee Campaign Champion (ECC). Present employees with information about United Way. We are happy to come give a brief presentation and will invite a partner agency to also participate if desired. Employees may choose to give through payroll deduction, cash, check, or invoice.

3

**SPECIAL EVENTS** – We work with your HR department and provide a resource guide to help plan activities that focus on fun team building opportunities. Funds raised benefit the United Way.

4

**VOLUNTEERING** – We have many ways you or your staff members can get involved:

- **MathPals** and **ReadingPals** support struggling learners through a mentorship program, where children learn skills through fun games and activities.
- Our **Volunteer Income Tax Assistance (VITA)** program provides free income tax preparation by IRS-certified volunteers during tax season.
- **Reality Store** – an interactive program that teaches financial literacy skills to middle and high school students, focusing on the importance of financial and career planning.
- **Women United** – an active group of women leadership givers focused on early education.
- **Corporate Ambassadors** – serve as ambassadors for United Way during the campaign season.
- **Emerging Leaders United** – a community engagement and networking group for professionals under the age of 40.
- **Community Investment Team** – community volunteers who help to allocate funds raised.
- **County Campaign Team Member** – community volunteers tasked with fundraising in their county.
- **Day of Doing** – a special customized team building opportunity for you and your staff.

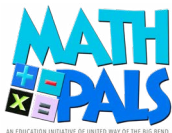
We look forward to building a **partnership** with you and discussing the ways you would like to get involved with United Way. For further information, please visit our website at [uwbb.org](http://uwbb.org), email [Philanthropy@uwbb.org](mailto:Philanthropy@uwbb.org) or call **850-414-0858**.







# GET INVOLVED, CHANGE A LIFE FOREVER!



## EDUCATION



**ReadingPals** is a statewide early literacy initiative that provides volunteer mentors for students from Pre-k to 3rd grade who may need extra help. Mentors are matched one-to-one with students in Pre-K through third grade.



**MATHPals** is a mentoring program for kindergarten through third grade students, creates a creative and encouraging environment for learning math by matching caring mentors one-to-one with students who are in need of extra help developing essential mathematical skills.



**Read United** is an initiative that provides volunteers an opportunity to share the love of reading with children in our community over a week-long event in early spring and fall each year; each participating 1st Grade classroom at Title I schools & early childcare programs receives a set of books.



**Reality Store** is a financial simulation where teenage students are assigned careers and make real world decisions about budgets & lifestyles providing a fun and effective way for teens to learn basic skills in financial planning & responsibility, goal setting, decision making and career planning as well as clarifying the need for young women and men to examine their attitudes about their future and career expectations.

## FINANCE



**Volunteer Income Tax Assistance (VITA)** program offers free tax help to low- to moderate-income individuals and families. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals.

## HEALTH



**Smile United**, is a pediatric dental care initiative, in partnership with Florida Blue and Leon County Schools, provides beneficial dental services to second & sixth grade students in Title I schools across Leon County, including dental assessments, dental cleanings, oral health education, fluoride varnish and sealants.

For more information about volunteer opportunities or to sign-up, please email **Samantha Sager** at [samantha@uwbb.org](mailto:samantha@uwbb.org) or call (850) 414-0856.





# 3 FAVORITE WAYS PEOPLE GIVE

**COLLABORATION** is one of United Way of the Big Bend's core values! Through partnership, our resources reach farther and do more for the community. More than ever, **our area needs your help**. Here are ways businesses like yours make financial contributions for UWBB to allocate to causes that matter most.



For over 81 years, United Way of Big Bend has remained true to its founding goals. We are dedicated to supporting human service agencies in the big bend region, helping those living in the ALICE population and below, and creating collaborative strategies that result in long-lasting, positive change.

## 1



**WORKPLACE GIVING** - Employee campaign coordinators (ECC) lead a short presentation with a UWBB rep or virtually share details about the office's fundraising goals, giving options like payroll deduction, text-to-give and online pledges. This call-to-action kicks off a spirited giving campaign.

**PRO TIP:** *The most successful campaigns last 2 weeks or less.*

## 2



**SPECIAL EVENTS** - In-office or as a field trip, nostalgic activities, spirited challenges, and games build better workplace relationships. Entry fees and ticket sales generate fundraising dollars while prizes/incentives motivate greater participation.

## 3



**CORPORATE DONATION** - A donation made on behalf of the company. Sometimes this is a pre-determined gift. Other times, the amount matches employee giving. **TRENDING:** *Business leaders are rewarding employees for their volunteerism with a financial contribution to the organizations they give their time to!*

**Ready to partner with UWBB?** We look forward to building a **partnership** with you and discussing the ways you would like to get involved with United Way. For further information, please visit our website at [uwbb.org](http://uwbb.org), email [Philanthropy@uwbb.org](mailto:Philanthropy@uwbb.org) or call **850-414-0858**.

