

CAMPAIGN COORDINATOR



**United Way of
West Central Mississippi**

**United in Purpose. For A Purpose
Thank you for leading the way in
painting our community brighter!**

www.unitedwayvicksburg.org

WELCOME

FROM OUR EXECUTIVE DIRECTOR



Dear 2024 Campaign Coordinator,

Since our founding in 1953, United Way of West Central Mississippi has proudly served our community, supporting programs and initiatives that focus on youth opportunity, financial security, community resiliency, and the overall health of our community . But we not only serve our community; we serve through our community. Our community is our most powerful resource: we believe in the power of collaboration; that our partnerships give us the ability to extend our impact, affecting greater change that not only strengthens our community today but builds the foundation for a better tomorrow. These alliances ensure the success of our children, the integrity of our families and neighborhoods, and the dignity of our seniors. They give people a second chance to rebuild their lives after tragedies and natural disasters, empowering them to not only survive but thrive. Thank you for leading the way in painting our community brighter!

TABLE OF CONTENT

-  1 Welcome
-  2 Mission & Vision
-  3 Community Commitment
-  4 Goals/Target Issues
-  5 Your Role as a Coordinator
-  6 Giving Options
-  7 Reasons to Give
-  8 Our Team

MISSION & VISION



To build a stronger, healthier community by bringing together the human, financial, and strategic resources necessary to deliver measurable improvements and solutions to the critical health and human services facing the communities we serve.

To be the connecting link by (or through) which volunteers, resources, and agencies are united to promote and enhance the quality of life in our communities for those who need help.



COMMUNITY COMMITMENT



United Way of West Central Mississippi is a volunteer-driven nonprofit organization. For over 70 years, we have been the umbrella organization that provides funds to local partner agencies that improve the health, education, financial stability, and support services of individuals in our community.

Throughout the year, we facilitate volunteer opportunities that engage all segments of our community, facilitate a deeper understanding of our needs, and create sustainable change for tomorrow.

Through volunteerism we are committed to seeing our community changed!



GOALS & TARGET ISSUES

Support our community's future by helping students reach their full potential.

- Kindergarten Readiness – encourage early literacy development, build kindergarten readiness skills, and work to ensure every student starts school ready to learn
- Grade-Appropriate Reading Levels- increase the number of children reading proficiently by the end of 8th grade through literacy programs both in elementary and middle school

Promote financial stability and independence for all members of our community.

- Awareness and Understanding – better utilize data through reports such as the Mississippi ALICE (Asset Limited, Income Constrained, Employed) Financial Hardship Report
- Establish and Strengthen Networks – Collaborate with existing coalitions and create new networks to fill the gap through programs that support workforce development, financial products, financial empowerment, and education.
- Expanded Funding – Actively seek out and secure funding to support financial stability programs and initiatives.

Educate community members on the importance of good health and connect them with programs that support basic health and human services.

- Access to healthcare – support programs and initiatives that provide healthcare to those lacking access to sufficient coverage
- Prevention, management, and treatment – Educate individuals about opportunities that encourage optimal physical, mental, developmental, emotional, and social health
- Safe and independent living - help seniors, disabled individuals, and others experiencing health issues to maintain a safe independent living or improve their quality of life

Support and provide access to basic human needs to all members of our community

- Supplemental nutrition and feeding – make nutritious food available to support the health and well-being of those experiencing food insecurity
- Disaster Preparedness and Relief – Partner with disaster relief organizations and local emergency planners to develop action and recovery plans and assist in providing for unmet needs
- Shelter and Support for Domestic Violence Survivors – support initiatives and programs that provide safe housing and basic needs for survivors of domestic violence
- Homelessness Support and Prevention Services – aid individuals and families experiencing homelessness or at risk of becoming homeless by examining trends and supporting prevention services

YOUR ROLE **CAMPAIGN COORDINATOR**

One of the United Way of West Central Mississippi's responsibilities is to organize, plan and implement a fundraising campaign to support our community's efforts to improve the health, education, and financial stability of individuals in our service area while ensuring the success of local support service. Our campaign fundraising cycle runs annually from March 1st to February 28th with the help of a volunteers like you. Vested businesses and individuals are solicited during the fall campaign and the campaign champions continually prospects new accounts. Donors are educated throughout the year during special events.

The United Way Campaign is divided into two major divisions, workplace campaigns, and direct gift requests. The United Way staff will recruit company Coordinators to organize the employee workplace campaigns within the divisions. United Way Staff will develop marketing and communications materials that the campaign requires in print, and on-line social media platforms.

Your role is to advocate for United Way of West Central Mississippi through your workplace.

C H A N G E
STARTS HERE.

GIVING OPTIONS

Sponsorship: We offer a variety of sponsorship options to businesses and individuals that allows them to support our impact programming, special events and campaign. Sponsors will be recognized and celebrated throughout the year.

In-Kind: Donated services/supplies that reduce event cost and UW overhead allows us to allocate campaign funds to direct programming and community impact initiatives.

Corporate Contributions: Businesses have the opportunity to pledge an annual corporate gift at a specific dollar amount they choose, or they can match employee gifts at a set percentage rate.

Payroll Deduction: The easiest giving option is direct deduction from an employee's paycheck. Employers allowing this option will assign a Coordinator to work with UW volunteers and staff to run an on-site pledge drive. Business owners will determine the use and distribution of UW marketing and campaign material.

Special Events: To increase the FUN in fundraising, many donors opt to hold special events to raise additional dollars. Raffles, jean days, cook-offs, food sales and competitions have all been successful fundraisers.

Direct Gifts: Individuals may gift directly with cash, check, credit card (Visa/MasterCard), bank draft or personal billing. Additionally, our website www.unitedwayvicksburg.org allows donations through Harness Giving.

Leadership Gift Recognition
Leadership Communities
\$500 - Everyday Champion
\$1,000 - Game Changer
\$2,000 - Invested Ambassador
\$5,000 - Chairman's Circle
\$10,000 - Tocqueville

REASONS TO GIVE

● Your Money Stays in Your Backyard

The money raised in our footprint is given to local non-profit organizations, so the funds stay in our community. Therefore, you can see the direct impact your donation has on the community.

● Your Money..Your Way

You can choose to target an organization or group of individuals that is close to your heart; this makes it personal and more meaningful.

● Your Money is Safe & Effective

There are strict state and federal guidelines United Way must adhere to and community volunteers monitor the effectiveness of those dollars and see where they might be better utilized.



UNITED WAY OF WEST CENTRAL MISSISSIPPI: HOW WE HELP

EDUCATION

EARLY CHILDHOOD SUPPORT

UW/WCM, in partnership with Merit Health River Region, provides a free book and parenting resource manual to the families of approximately **600 newborns each year.**

LITERACY

We partner with and coordinate a variety of programs that support literacy:

- We provide **every third grade student** in Warren County with **four free books** each year.
- We distributed books to **898 children** each month through Dolly Parton Imagination Library in partnership with Batesville Manufacturing. 242 have graduated the program.
- We facilitated **the Post-COVID Educational Enhancement Program**, a literacy intervention program that helped students **gain an average of 12 months of reading skills** over the course of the 2023-2024 school yr.

HEALTH

SINGLECARE RX SAVINGS

In 2023, **225 patients** received discounted prescriptions and saved a total of **\$44,757.00.**

DIAPER DRIVE

We distributed **more than 25,000 diapers** and other baby supplies to local parents in need.

FOOD INSECURITY

Weekly donations from Walmart allowed us to furnish local non-profits & church outreach programs with perishable foods such as pastries, cakes, breads, premade sandwiches, and chickens.

Through the Emergency Food and Shelter program, UW/WCM supported the food pantry at Jackson Street MB Church by donating **\$18,038.00.**



UNITED WAY OF WEST CENTRAL MISSISSIPPI: HOW WE HELP

FINANCIAL STABILITY

AFFORDABLE CHILDCARE

Through funding, UWWCM is able to assist in the costs of early education and after-school childcare to support working parents.

EMERGENCY FOOD AND SHELTER PROGRAM

Through the Emergency Food and Shelter program, UWWCM provided **\$14,803 in emergency utility, rent, and mortgage assistance** to individuals throughout our community.

SUPPORT SERVICES

DISASTER RELIEF

UWWCM raised and dispersed **over \$1.2 million in disaster relief funds** for the Rolling Fork community.

Provided meals to **24,000** residents, volunteers and servicemen in Rolling Fork, MS with the help of Perry Boyd, at the Gumbo Pot in Vicksburg, MS.

Sent over **26 pallets** of donations to the Rolling Fork community, that included clothes, food, and water.

Distributed **856** Visa Gift Cards to those in the Rolling Fork Community for recovery.

\$500,000 earmarked to assist with the recovery of Rolling Fork.

OUR TEAM



Alyssa Lick -Director of
Marketing & Resource Development



Michele Connelly
Executive Director



Michael Foley
Campaign Chair



Charlotta Ferguson
Director of Finance



Ruby Green
Director of Community Impact

OUR CONTACT



unitedwayvicksburg.org



601-636-1733



alyssa@unitedwayvicksburg.org



920 South Street 39180