



## Company Benefits for Partnering with United Way

Small businesses are vital to the quality of life in Central Minnesota. The business environment provides our community with jobs, services and tax dollars that impact the economic well being of our community. As Central Minnesota continues to grow, so do the needs of our residents. Now is the time for businesses to work together and help find solutions to the challenges we face. United Way gives your business an opportunity to be part of the solution through corporate donations, employee campaigns and community volunteerism.

### **United Way Impacts Your Business**

United Way offers an easy way for small businesses to invest in the community. A single gift to United Way helps to ensure a stronger, healthier community.

### **United Way Impacts Your Customers**

Your customers use the United Way supported services available to your employees. Many people who walk through your door benefit from United Way services.

### **United Way Impacts Your Employees**

Your business works best when employees are happy, healthy, and productive. When personal problems occur, employees in small businesses often must look outside the company for help. Information and referrals from United Way 2-1-1 can be a starting point for accessing needed services. This saves your business time and money. Dial 2-1-1 to get or give help in Central Minnesota:

- Family and mental health counseling
- Parenting advice and education
- After-school activities for children



Give. Advocate. Volunteer. **LIVE UNITED™**



## United Way and Small Businesses

### **United Way Depends On Your Support**

With the community's support, United Way is able to fund needed programs. Your business can help by supporting United Way. Let your employees know that you believe in the United Way of Central Minnesota by supporting an employee campaign in your business this year.

### **United Way Depends on Volunteers**

With the help of our dedicated volunteers, United Way of Central Minnesota is able to provide a valuable service to our community. Some volunteers only have a couple of hours to give, while others dedicate a large amount of their time. It takes everyone in the community working together to create a brighter future. Together, we can accomplish more than any single group can on its own.

### **United Way Depends on In-Kind Donations**

As a small business, you may have computer software or other items that you may "out-grow." Maybe you have a service that you can provide, rather than giving a cash gift. United Way of Central Minnesota depends on donated items and services in order to keep administrative costs low.

### **United Way Depends on Your Expertise**

Your small business has talented employees. Consider offering a portion of their specialized service to the United Way as a gift this year.

### **United Way Depends on Contributions**

Your gift to United Way of Central Minnesota helps address community needs. Local United Way funds health and human service programs across Central Minnesota.



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