

# GIVSMART PLANNING FORM

COMPANY/ORGANIZATION: \_\_\_\_\_

CAMPAIGN DATES: \_\_\_\_\_ GOAL: \_\_\_\_\_

## PROGRESS SECTION PREFERENCE:

- ☐ Progress Circle ONLY (shows goal and total # of donors)
- ☐ Donor Wall 1 (Names & Amounts)
- ☐ Donor Wall 2 (Amounts ONLY)

## CUSTOMIZABLE ONLINE FORM PREFERENCES:

- ☐ Employee #
- ☐ # of Pay Periods
  - ☐ Set Number of Pay Periods (usually 26 or 52)
  - ☐ 1x Payroll Deduction + Set Number of pay periods
  - ☐ Write-in (pledge for any number of pay periods)
- ☐ Location Dropdown (if there are multiple sites)
- ☐ Department Dropdown
- ☐ Clothing Size Dropdown (if they are giving away swag)
- ☐ Organized Labor Participants (select if their donors might be affiliated with Organized Labor)
- ☐ Other

## BRANDING NEEDS:

- ☐ All-Color Logo
  - Horizontal & vertical formats (if possible)
- ☐ All-White Logo
  - Horizontal & vertical formats (if possible)
- ☐ Any Branding Guidelines
  - Colors, regulations, limitation, etc. (primary brand color & complimentary brand color are most helpful)
- ☐ Background Image
  - Widescreen/Horizontal orientation
  - Anything that represents company's culture & the work you do (building, team members, clients, etc)



# CAMPAIGN PLANNING

## 2025 CAMPAIGN PLANNING

Campaign dates: Start \_\_\_\_\_ End \_\_\_\_\_ Close \_\_\_\_\_

Using a Committee: ☐ Yes ☐ No Using Ambassadors: ☐ Yes ☐ No

If yes, list Committee Members' Names: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Important Dates Sheet:

Fill out the chart below by using the Campaign Timeline - **plan the entire campaign now** - write every step down while you work through it. Get a date on the calendar even if it may have to be rescheduled.

CAMPAIGN TIMELINE	
<i>6-8 weeks prior to campaign</i>	Initial Meeting
<i>4-6 weeks prior to campaign</i>	Preparation Meeting
<i>2-4 weeks prior to campaign</i>	Review Meeting
<i>1 week prior to campaign</i>	Final Approval Meeting
	Campaign Kickoff
<i>Immediately after campaign</i>	Post Campaign Actions

CAMPAIGN TIMELINE	DATES AND TIME
Initial Meeting	
2nd Meeting (as needed)	
3rd Meeting (as needed)	
Final Meeting	
Campaign Kickoff	
Debrief Meeting	

## Campaign Planning

- Any other United Ways need to be informed or included?
- Request leadership ask meeting (CEO visit)- if so, we will need their names in advance.
- Discuss presentation schedule
- Discuss and identify campaign activities - kickoff, special events, fundraisers, etc.
- Give Corporate Gift Pledge Form
- Identify campaign materials to be distributed and how (brochures and posters)

# CAMPAIGN PLANNING

## CAMPAIGN DECISIONS

Campaign Goal	
Goal incentives: If goal is met, then what?	
Other incentives	
Number of employees	
Is there a corporate match?	
Campaign type: GiveSmart, paper	
Pay periods per year	
Payroll deduction start date?	
Who will receive cash and checks and hold them until the end of the campaign?	
How will the ask be made?	
Who will the pledge forms be turned in to?	
What advertising is there for your campaign?	
What will the "Thank You" be?	

## ADDITIONAL NOTES:

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# CAMPAIGN PLANNING

## CAMPAIGN DECISIONS

CAMPAIGN MATERIALS	AMOUNT NEEDED
Campaign Guide	
Social Media Guide	
GiveSmart Planning Form	
Advocacy Platform	
Employee Pledge Form	
Corporate Pledge Form	
Campaign Poster	
Strategic Priorities Flier	
Sponsorship Forms - DOC, FOOD DRIVE	
2025 Giving Options	
Volunteer Engagement Opportunities	
Campaign in Progress Yard Sign	

## SPECIAL REQUESTS, CONCERNS, OR QUESTIONS:

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## POST-MEETING STAFF RESPONSIBILITIES:

- Upload the Campaign Initial Worksheet into the RD Folder on the P:Drive and into the CRM
- Add a Comm Log in Andar





# 2025 PUBLIC POLICY AGENDA

United Way Allen County advocates for systemic change through policy. Together, we have an opportunity and a responsibility to use our voices to break down barriers to success and create meaningful, sustainable change. Our approach to policy is non-partisan and issue focused as we aim to inform, educate, and build consensus.

## HEALTHY COMMUNITY

**United Way of Allen County supports policies that enable residents to take care of their basic needs as well as their physical and mental health and wellbeing.**

- Senior well-being – Support the Credit for Caring Act to allow caregivers to receive a tax credit while providing care to their loved ones as they age.
- Maternal & Child Health – Educate the community of the disparities in maternal and child healthcare to ensure that all mothers and infants have positive health outcomes.
- Mental Health – Increase both education and access to trauma-informed and culturally responsive care, practices and resources throughout education, health, human services and criminal justice systems.
- Housing :
  - Increase the supply of safe, accessible, and affordable housing, while ensuring the preservation of existing affordable housing units remain for residents of Allen County.
  - Support eviction prevention policies that provide representation to households facing eviction.
- Food:
  - Preserve and improve food security programs such as the Supplemental Nutrition Assistance Program (SNAP).
  - Expand access to school meals for children.



# 2025 PUBLIC POLICY AGENDA

## FINANCIAL SECURITY

**United Way of Allen County supports policies that lead to a more sustainable economic environment for all.**

- Childcare – Increase affordability of childcare by expanding childcare subsidy eligibility for families and increasing subsidy reimbursement rates for providers
- Transportation – Increase public transportation funding to prevent the reduction of services provided to residents relying on transportation to get to and from work, home, and school.
- Workforce development – To strengthen the local and regional workforce, we advocate for policies and programming that support individuals in obtaining a credential or degree.
- Paid Leave – Ensure workers have the ability to earn paid time off so they can take care of themselves.

## YOUTH OPPORTUNITY

**United Way of Allen County supports the advancement of quality education from infancy through post-secondary.**

- Childcare & Early Learning - Increase the supply and sustainability of high-quality early care and education for children.
- Post-secondary (College & Career readiness):
  - Invest in students by expanding and securing additional funding for wraparound services like childcare, transportation and income supports for participants of post-secondary and skills-training programs, enabling them to complete their goals.
  - Support funding for career and technical education programs for youth, individuals with disabilities, veterans, and other non-traditional groups that will create multiple pathways to livable wage jobs.



# CORPORATE GIFT PLEDGE FORM

BUSINESS NAME: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_  
STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## GIVE

In support of United Way of Allen County's Annual Campaign, our company will give: \$\_\_\_\_\_

☐ Our gift is enclosed

☐ Please bill us

Cash (enclosed) \$\_\_\_\_\_

Check (enclosed) Check #: \_\_\_\_\_

### Credit Card (Visa/MC/AmEx/Discover)

Charge my credit card \$ \_\_\_\_\_ on the 25th of every month.

Charge my credit card a one time gift of \$ \_\_\_\_\_.

CC#: \_\_\_\_\_

**\$50 minimum, include billing address on reverse side.**

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

## INTERESTS

*Please check all that apply.*

☐ Advocacy Opportunities

☐ Food Security

☐ Mental Health Access

☐ Day of Caring

☐ Free Tax Preparation (VITA)

☐ Persistence Pays Off

☐ Educational Opportunities

☐ Housing Stability

☐ Retiree Giving

☐ Estate Planning Information

☐ Kindergarten Countdown

☐ Volunteer Kit Builds

Please contact the following person to discuss interest(s):

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_



**UNITED WAY**  
Allen County

**UNITED IS THE WAY**

Please place this completed form in the workplace campaign envelope, or mail to  
Resource Development:  
United Way of Allen County  
347 W. Berry St., Suite 300, Fort Wayne, IN 46802





**UNITED WAY**  
Allen County

**UNITED IS THE WAY**

One of the most important things we've learned while serving our community is that we always get more done and with greater impact when we **work together with others**. Your financial partnership can help individuals in Allen County graduate, attain financial stability, and live long, healthy lives.

*United is the way we create lasting change.*

# UNITED WAY OF ALLEN COUNTY PLEDGE FORM

## 1. MY INFORMATION

MR/MRS/MS/DR

FIRST NAME

LAST NAME

MR/MRS/MS/DR

SPOUSE'S FIRST NAME

SPOUSE'S LAST NAME

NON-WORK EMAIL

HOME ADDRESS

CITY, STATE, ZIP

PHONE: HOME WORK CELL

EMPLOYER NAME

EMPLOYEE NUMBER

I WILL BE RETIRING THIS YEAR

**Please finish filling out the form on the back side.**

**347 W. BERRY STREET, SUITE 300 | FORT WAYNE, IN 46802**

**P: 260.422.4776 | F: 260.422.4782**

**[www.unitedwayallencounty.org](http://www.unitedwayallencounty.org)**

## 2. MY PLEDGE to the community fund, the most powerful way to make an impact.

**Easy payroll deduction:** Please circle what you would like to contribute the following per pay period

**\$50**

**\$40**

**\$25**

**\$10**

**Other: \$**

**My pay periods are:** Please circle which pay period applies to you

Weekly (52/year)

Every two weeks (26/year)

Twice a month (24/year)

Monthly (12/year)

Other

**Cash (enclosed) \$** \_\_\_\_\_ **Check (enclosed) Check #:** \_\_\_\_\_

**Stock Transfer:** more information found on our website at [www.unitedwayallencounty.org/donate](http://www.unitedwayallencounty.org/donate)

**Credit Card (Visa/MC/AmEx/Discover)**

Charge my credit card \$ \_\_\_\_\_ on the 25th of every month.

Charge my credit card a one time gift of \$ \_\_\_\_\_.

CC#: \_\_\_\_\_

**\$50 minimum, include billing address on reverse side.**

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**MY TOTAL ANNUAL GIFT IS:**

## 3. PLEASE SIGN HERE to authorize your pledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 4. MY INTERESTS please check all that apply.

☐ Advocacy Opportunities

☐ Food Security

☐ Mental Health Access

☐ Day of Caring

☐ Free Tax Preparation (VITA)

☐ Persistence Pays Off

☐ Educational Opportunities

☐ Housing Stability

☐ Retiree Giving

☐ Estate Planning Information

☐ Kindergarten Countdown

☐ Volunteer Kit Builds

☐ I am an active member of organized labor. I belong to \_\_\_\_\_ (Local Union Name & #)

## 5. DESIGNATION OPTIONS these are not required.

Designate my gift to the United Way of \_\_\_\_\_ (Min. \$50 pledge each)

Designate \$ \_\_\_\_\_ of my gift to the following United Way of Allen County Initiative (s)  
\_\_\_\_\_ (Min. \$50 pledge each)

(Priority Initiatives: Educational Opportunities, Food Security, Housing Stability, Mental Health Access)

For a complete list of United Way of Allen County Initiatives please visit: <https://www.unitedwayallencounty.org/resource-center/faqs/>

**No goods or services were provided in exchange for this donation. In order to protect your privacy, United Way of Allen County will not release your name or information to other parties unless otherwise authorized.**

# 2024-2025 STRATEGIC PRIORITIES Partners & Grantees



## EDUCATIONAL OPPORTUNITIES

**High Quality Early Learning Opportunities:** We are ensuring children have access to high quality childcare and early learning experiences which prepare them to enter school ready to learn.

**Workforce Stability:** We are ensuring parents can return or stay in the workforce by expanding high-quality childcare options.

**Career Readiness & Employment Success:** We are providing services related to educational goal attainment, financial literacy coaching, and life skills development.

United Way of Allen County

**PERSISTENCE  
PAYS  
OFF**

Connecting first time college students with services including: case management, connection to community resources, and emergency grants that helps them persist and earn their college degree or certificate.

**KINDERGARTEN  
COUNTDOWN**

Helps prepare incoming kindergarteners and their families for the transition to school.

**INFANT  
MENTAL  
HEALTH**

Provides an in-depth training series for mental health clinicians and childcare providers around infant and early childhood mental health principles.

## OUR PARTNERS



Alliance for the Advancement of  
Infant Mental Health



Northeast Indiana  
Early Childhood  
Coalition



## FOOD SECURITY

**Access to Food:** We are increasing access to basic food needs and healthy food options.

**FOOD  
DISTRIBUTION  
FUND**

Provides more households with access to basic food needs including but not limited to seniors and people with disabilities, with the goal of providing access to healthy, culturally relevant food to those in Allen County.

**FOOD  
DRIVE**

An annual food drive that is strategically hosted after the holidays since many food banks see a significant drop off of donations during that time.

## GRANTEES



Out of a Jam  
Feed, Nourish & Transform



United Way of Allen County donors contributing \$50 or more can designate to any of the four initiatives: Educational Opportunities, Food Security, Housing Stability, or Mental Health Access and/or the programs or funds within them. Designations may not be made to partners and/or grantees.

# 2024-2025 STRATEGIC PRIORITIES Partners & Grantees



## HOUSING STABILITY

**Keeping People in their Homes:** We are ensuring people have resources that help keep them in their homes.

**Providing Resources to People Experiencing Homelessness:** We are increasing the support offered to people experiencing homelessness and ensuring they find permanent housing solutions.

### SHELTER SERVICES FUND

Works to provide emergency shelter, food, case management, and permanent housing navigation.

### FINANCIAL ASSISTANCE FUND

Assists with rent, mortgage, utilities, security deposits, late fees, past due bills, case management, and housing navigation.

## GRANTEES



## MENTAL HEALTH ACCESS

**Access to Mental Health Services:** We are helping address barriers for people that want access to mental health services.

### MENTAL HEALTH ACCESS FUND

Serves to provide transportation, culturally appropriate services and interpretation and subsidize cost for clients.

## GRANTEES



## ADDITIONAL COLLABORATIONS

### EVERYONE HOME

This initiative, in coordination with the City of Fort Wayne and other partners, prevents homelessness by connecting residents to supportive services and swiftly and equitably houses those experiencing homelessness.



### VOLUNTEER INCOME TAX ASSISTANCE (VITA)

Free tax preparation assistance by IRS-certified volunteer tax preparers help residents file their taxes & claim available credits.



## Workplace Campaign

Workplace giving is a key revenue driver for United Way. Workplace campaigns are a partnership between United Way and partner companies that allow employees the opportunity to give to United Way through various giving options. Companies encourage giving through promotion of services that support their workforce and fundraising activities throughout the year.



**Paper Pledge Form**



**GiveSmart**

All workplace employee giving options allow for donations of credit/debit card, cash, check, bill me and payroll deduction.

- Credit/Debit Card, Cash, & Checks are direct donations given to United Way.
- Bill Me gifts are pledges made to United Way asking for United Way to send invoices for their gift at a specified cadence such as one-time, monthly, or quarterly.
- Payroll deduction allows employees to have a specified amount taken from their paycheck each pay period. The company then distributes the funds to United Way.

Many corporate partners also give corporate gifts or provide a match to employee donations. This type of support from the company encourages employee giving by showing support to the organization they are asking their employees to give to.

- Corporate gifts are direct donations given to United Way.
- Matching gifts are defined by a certain percentage of employee's gifts to United Way that the company agrees to "match" and donate to the United Way. This allows employees to have greater impact with their gift. For example, if the company is providing a 1:1 match, each dollar given by an employee is essentially doubled.

## Events | Sponsorships | Cause Campaigns

Event sponsorship opportunities are available to companies. Sponsorship levels and benefits vary depending on the event (see included Sponsorship form(s)). In addition to sponsorships, individuals can give to events and/or causes throughout the year using website giving, text to give, cash, check, etc. These opportunities are typically available via digital channels.

## Individual Giving

Donors who are not a part of a workplace campaign or prefer to give in different ways can donate all year long using various options.

- Online Giving
  - Donors can visit our website to give via credit card at <https://www.unitedwayallencounty.org/donate>
  - Credit card donations can be given one time or set up to be recurring
- Cash or Check
  - Donors can give via cash or check by mailing or dropping their donation off at the United Way of Allen County office.
  - Cash or check donations are accepted anytime throughout the year.
- Estate Planning | Planned Giving
  - United Way recognizes that leaving a legacy that will impact your community for good after your lifetime is a smart investment. Join our Beacon Society by remembering United Way of Allen County in your will.
- Gifts of Stock
  - United Way of Allen County is poised and ready to receive gifts of stock or bonds. Your gift will be valued based on the average price of the stock on the date received. Form available upon request.

For more information, please contact Resource Development Department at [resourcedevelopment@uwacin.org](mailto:resourcedevelopment@uwacin.org)





# VOLUNTEER ENGAGEMENT

United Way of Allen County  
**DAY OF CARING**

United Way of Allen County's most significant volunteer event is known as Day of Caring. Traditionally, well over 1,500 participants join forces for one day to help 50+ local agencies with a wide range of projects. Gather a team and submit an application to complete a volunteer project here in Allen County. This event typically occurs in August. Check our website late spring for updates.

**KINDERGARTEN  
COUNTDOWN**

The Kindergarten Countdown program was developed to help families better navigate and prepare for the crucial transition into kindergarten while helping students be better prepared for school. It consists of 20 students per classroom with four weeks of high-quality instruction using a very hands-on, exploratory approach to learning. The program focuses on the practice of essential academic and social development skills that are fundamental to a child's ability to learn. Your team can donate backpacks filled with school supplies for kids to take home at the end of the program.

**FOOD  
DRIVE**

United Way of Allen County organizes an annual Food Drive in February that serves local food bank organizations by collecting non-perishable food items. Your team will place a food collection bin in your office for one week and then the items will be delivered to a local food bank. Volunteers are also needed on collection day to help sort donations at the benefiting food pantries.

**KIT  
BUILDS**  
United Way of Allen County

A Great Team-Building Activity That Gives Back! Your organization can host a volunteer opportunity right at your workplace by creating kits that support essential needs within the community. United Way will bring the items for your desired project and your team will bring the creativity. Kits include emergency meals, cold weather supplies, literacy materials, baby essentials, and hygiene products. Cost to host a build is determined by kit type and quantity to be assembled.

United Way of Allen County  
**PERSISTENCE  
PAYS  
OFF**

We are partnering with the TRIO offices at Purdue University Fort Wayne and Ivy Tech Community College to provide mentors for college students who are low-income, first-generation, or have disabilities. Mentors will support students in achieving their education and career goals by offering guidance and advice to help them through obstacles to remain enrolled in school. Mentors and students are required to meet at least once a month for one hour during the school year.

**AGENCY  
VOLUNTEER  
EVENTS**  
United Way of Allen County

Local agencies would love your help. If your team can plant flowers, paint walls, swing hammers, or provide a variety of any other skills, then United Way can provide logistics and coordination with community agencies.

To learn more or inquire about opportunities above, email us at [volunteer@uwacin.org](mailto:volunteer@uwacin.org).

347 W. Berry St., Suite 300, Fort Wayne, IN 46802 | 260.422.4776  
To find other volunteer events: [unitedwayallencounty.volunteerhub.com](http://unitedwayallencounty.volunteerhub.com)





# A race to benefit



**UNITED WAY**  
Allen County

**APPLE SPICED RUNNING**  
**Sunday, October 12, 2025**  
**Race Begins at 8:30AM**

Join United Way of Allen County for the fall-themed Hot Cider Hustle! Proceeds support our four priority areas: Educational Opportunities, Food Security, Housing Stability, and Mental Health Access.

## How to Get Started:

- **Choose your race:** 5K walk/run, 10K, or Half Marathon
- **Register:** Use the QR code and enter code **UWAC10** for 10% off your registration fee
- **Make an impact:** By using the promo code a portion of the proceeds support United Way's work

## Not a runner?

No problem! Volunteer to help with setup, registration, cider & caramel apple stations, and more. Scan the Volunteer QR code to sign up—there's a way for everyone to get involved!

Hot Cider Hustle -  
Race Registration



2025 Hot Cider Hustle  
Volunteer Sign-Up



- Chip-timed and fun run categories. You choose!
- Run past Johnny Appleseed's grave!
- Run the River Greenway amongst nature's fall beauty.

For more information, please email [impact@uwacin.org](mailto:impact@uwacin.org)



# CAMPAIGN IN PROGRESS



**UNITED WAY**  
Allen County

replace with  
company logo

Join our United Way of Allen County campaign this year  
to help us boldly impact critical community issues.

**Campaign Dates:**

**XX-X-2025 TO XX-X-2025**

**SCAN TO DONATE!**

**OR**

**TEXT XXXXX TO 41444**

replace with  
GS QR code

# UNITED IS THE WAY™