

MY COMMUNITY. MY COMMUNITY FUND. 2012 CAMPAIGN ACTIVITY

OVERVIEW:

The My Community. My Community Fund. activity is an interactive way to show people the meaningful results of their support for United Way's Community Fund and engage them in giving. It will help your group understand how gifts to the Community Fund join together to help the most people and do the most good for the Greater Rochester area.

Please note—this activity may be led by a United Way campaign associate, workplace campaign coordinator or other staff lead. Please contact your United Way campaign associate to coordinate.

If you are hosting the activity without a United Way campaign associate, please use the talking points below as a guide for explanation.

MATERIALS INCLUDED:



Five \$500 bills



Ten examples of people in need (color-coded by impact area)

UNITED WAY COMMUNITY FUND

One "United Way Community Fund" sign

DIRECTIONS:

1. In no particular order, place the ten examples of people in need on the presentation board provided, a blank wall or table.
2. Ask that five people volunteer to participate in the activity. Give each person a \$500 bill.
3. Tell your group that you want to lead them in a quick activity to show how United Way's Community Fund positively impacts people in the Greater Rochester community. Point out the ten situations of people in need and explain that these are just some examples of ways in which people in our community need help.
4. **Read the examples if anyone in the group cannot see the wall or table.**
5. Ask that the five volunteers approach the ten situations and "support" one by placing or taping their \$500 pledge dollars beneath one of the situations. Remind them that they can only select one.
6. After each person has "spent" their pledge, note which situations were supported and which situations will receive no help from our community.
7. Specifically point out each situation that did not get chosen, for example: *the family with young children about to be evicted from their apartment will not receive the help they need to remain independent and maintain safe living arrangements. The young girl will not have the support and guidance of a mentor that would help her improve at home and school.*
8. Time to announce the good news! Put up the "United Way Community Fund" piece above all of the situations. Ask the group: *How does it feel to help the people that you did? How does it feel to know that there are other people in need that are not going to get help this year? Was it difficult to choose who to help? Would you have liked to help everyone with your money?*
9. Explain: *When you donate to United Way's Community Fund, you don't have to choose what people to help or which cause to support. The Community Fund uses your donation to support programs that help people right here in Rochester according to what our community needs now. These programs solve our community's critical challenges in the best possible ways and are evaluated by United Way to ensure they continue to do the most good by helping the most people.*
10. Highlight an example of one of the situations that may benefit from multiple programs funded by gifts to the Community Fund.
 - a. For example—*A family about to be evicted from their apartment may have a toddler showing hearing problems and a nine-year-old child with no place to go after school. The family is referred to an intervention program at the Housing Council to keep them from being evicted from their apartment. The toddler could attend an early intervention program at Rochester Hearing and Speech to diagnose and treat his special need. And the nine-year-old is then enrolled in the after school program at Charles Settlement House so that she can use her out-of-school time toward positive and productive activities.*
 - b. *Your gift helps this family access the multiple resources they need to get back on their feet.*
11. Explain: *This shows the importance of United Way's Community Fund. You could give to just one organization that helps people in one facet of their lives, or join your money with others to create a more powerful way to ensure that people in our community are able to live better. United Way's Community Fund touches thousands of lives, and ensures that your gift goes to where our community needs it most.*

CONCLUSION—why give to United Way's Community Fund?

Your gift helps to make early childhood more enriching. You help our students be more successful. You make old age more of a golden age. You make disabilities less debilitating, and crisis less frightening—all through supporting United Way's Community Fund.

We can make great change in Rochester. When you support the Community Fund, United Way uses your gift to fund programs according to what our community needs now to make it a better, more vibrant place for everyone to live.