

# Why Should Your Organization Partner with United Way of Marquette County?

Partnering with United Way of Marquette County means much more than just raising money for a good cause. As the leader of a local business, this is your opportunity to have a profound impact on our local community while reinforcing your reputation as a good corporate citizen. A successful United Way campaign creates a positive impact on your business, improves productivity, creates positive publicity and good will, and can help identify new and emerging leaders from your employees.

## **Local Impact**

The money you raise here, stays here, directly improving the lives in your community. We support programs, initiatives and agencies in Marquette County.

## **Positive Recognition**

When you support United Way of Marquette County in your workplace, you'll join more than 170 other area businesses recognized for doing good in our community. Research shows that customers have a strong preference for businesses who "give back."

## **Organizational Pride**

Whether you participate in a workplace campaign, make a corporate contribution, sponsor an event or take advantage of volunteer opportunities, your partnership with United Way will provide your organization and employees the opportunity to take on leadership roles, engage in teambuilding, and grow moral, all while making our community a better place for all us.

## **Convenience & Affordability**

Through payroll deduction or other giving options, your employee donors will have a significant impact on their community without a significant impact on their wallets.

## **Efficiency**

United Way of Marquette County streamlines your charitable giving. Because we help to support 29 health and human service agencies and programs while taking the lead on community-wide initiatives, the impact of your gift multiplies exponentially while simplifying the giving process.

## **Accountability**

The United Way Community Investment process is transparent, volunteer driven, and ensures that the investment dollars you raise are spent wisely and effectively to do the most good in our community.



**REINFORCE**  
**YOUR REPUTATION AS A**  
**GOOD CORPORATE**  
**CITIZEN**

**WITH YOUR CUSTOMERS, EMPLOYEES**  
**AND MARQUETTE COUNTY**  
**RESIDENTS.**

United Way of Marquette County  
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# We Want To Work With You

## Here's how your business can partner with United Way of Marquette County

- ◇ Start a workplace campaign.
- ◇ Provide a tax-deductible corporate gift or match your employee gifts.
- ◇ Host a special event fundraiser in your workplace and/or in the community.
- ◇ Champion the work of United Way in your workplace and in our community.

TOGETHER  
WE CAN INSPIRE  
HOPE AND CREATE  
OPPORTUNITIES  
FOR A BETTER  
TOMORROW.

United Way fights for the health, education and financial stability of every person in every community in Marquette County, and we would like you to join us. United We Win!



Photo courtesy of BURKEphotos.com  
2017-18 Co-chairs, Natasha Lantz and  
Glenn Sarka

## WHY NOW?

*A 2016 survey by Cone Communications found that 74 percent of employees find their work fulfilling when provided with opportunities to help their communities. What's more, 55 percent would choose to work for a socially responsible company, even if the salary is less! For millennials, that figure is even higher.*

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Please call our office to request your free campaign materials. If you would like ideas for fundraisers, we have an idea book to share with you. We are here to assist you in any way possible and would be happy to come to your workplace and give a short presentation. Please contact us with questions or for additional information!

United Way of  
Marquette County

