

# 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 169 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 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.



United Way  
of Marquette County



**REINFORCE**

**YOUR REPUTATION AS A  
GOOD CORPORATE  
CITIZEN**

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

United Way of Marquette County  
P.O. Box 73, Marquette, MI 49855  
(906) 226.8171  
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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.
- ◇ Encourage employees to engage in promoting positive community change.
- ◇ Support and recognize employees in your workplace that choose to give, advocate and volunteer.

**CREATE LONG-TERM SOLUTIONS** that help all of our children succeed, build strong families, promote health and independence, and grow strong neighborhoods through programs and initiatives.



Photo courtesy of BURKEphoto.com

2019-20 United Way Co-chairs Andrew LaCombe and Shawn Beckman-Owsley

## WHY NOW?

Now, more than ever before, we have seen the level of need in our community increase. Layoffs, foreclosures and shrinking family budgets have brought your employees, neighbors, and friends to us for help—many seeking assistance for the first time—and amplified the need for long-term, strategic change.

By combining the efforts of our health and human service agencies, programs, businesses and volunteers, we can accomplish more than any one of us could accomplish alone.

**Join us as United Way fights for the health, education and financial stability of every person in every community.**

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Please complete and return the enclosed 2019-20 Workplace Campaign form to order 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**

