

Key United Way of Greater Battle Creek Messages

You, as a Campaign Coordinator, have the important job of helping United Way of Greater Battle Creek spread the word about our work. When talking about United Way, please try to emphasize the following messages:

Key United Way of Greater Battle Creek Messages:

- **100% of each individual gift funds vital programs and services.** Several corporations generously sponsor United Way's fundraising and administration costs, so each individual gift is guaranteed to have a direct impact on the lives of people living right here in the Battle Creek area.
- **United Way of Greater Battle Creek addresses some of our community's most pressing problems and measurably improves the lives of individuals in need.** We do this by raising dollars that fund more than 50 local programs operated by more than 30 non-profit agencies. We also collaborate with local organizations and people to identify and address emerging needs and issues.
- **United Way of Greater Battle Creek focuses on results.** Community volunteers go through extensive training before they recommend to the Board which programs should be funded. Each program is examined in detail to ensure it produces meaningful and measurable results. Once programs receive funding, they are monitored to make sure they are successfully changing lives. A full accounting of the results, or outcomes, achieved by funded programs is available in our Impact Report or online at www.unitedwaybattlecreek.org/whatmatters.
- **United Way funds programs and initiatives based on the results of Common Commitment in Action,** a community visioning process that surveyed hundreds of local residents about their concerns for the Battle Creek area. Based on the findings, United Way supports programs in three priority areas: Bright Futures, (programs that advance literacy, help children develop to their fullest potential and value diversity), Strong Families & Children (programs that nurture healthy, safe and secure relationships between parents and their children or work to reduce the teen pregnancy rate) and Community Safety Net (programs that provide basic necessities, such as food and clothing).
- **Providing an unrestricted or undesignated gift is the best way to do the most good.** United Way of Greater Battle Creek provides oversight and monitoring of programs funded through the Community Solutions Fund, which is the pool of unrestricted gifts. Gifts designated outside of the Community Solutions Fund cannot be monitored and cannot be used to address crises or issues identified as important by community members, donors and the Board of Directors.
- **Community volunteers, not United Way staff, make funding decisions.** Trained volunteers spend hours reviewing grant applications and talking with representatives of agencies requesting funding. The volunteers consider whether the programs requesting funding align with United Way priority areas and if they can demonstrate effectiveness, strong financial management and organizational capacity. The volunteer allocation teams then make funding recommendations to United Way of Greater Battle Creek's Board of Directors.