

United Way of Central New Mexico's Community Fund

What is the Community Fund?

United Way of Central New Mexico's Community Fund helps those most vulnerable through program grants to qualifying health and human service agencies in Bernalillo, Sandoval, Torrance and Valencia counties.

In 2011-12, these grants will support 110 programs, totaling \$3,515,500. The programs touch the lives of more than 185,000 of our neighbors. They strengthen families, provide education, eliminate hunger, prevent family violence and serve seniors and those homeless, disabled or ill.

Volunteers ensure donors' Community Fund gifts are invested wisely, providing the most needed services in our local community.

Why should I give to the Community Fund?

- You can reach farther and deeper by supporting a range of services that support our most vulnerable neighbors.
- You support programs that community agencies know are important, but that are more challenging to fund through other means.
- You inspire others by supporting the solutions our community needs, for a variety of issues. And you can be part of the process of distributing these dollars by joining a panel.

What issues are part of the Community Fund?

EDUCATION

Strengthening Families: Family and child advocacy; legal assistance

Building Independence: Emergency services; literacy and learning programs

Supporting Education: Specialty schools and preschools; out-of-school time education support

INCOME

Assisting People with Disabilities: Services to children and adults with disabilities

Sheltering Neighbors: Shelter for children and families; homelessness services and housing

Serving Our Seniors: Senior services, including legal assistance

HEALTH

Preventing Family Violence: Empowering victims of violence and domestic violence shelters

Eliminating Hunger: Food assistance for individuals and families

Promoting Healthy Lives: Cancer support services; access to healthcare; therapy for children and families; mental health care

What have other donors said about the Community Fund?

Volunteer for a life-changing experience—it's well worth the time and effort. Experience nonprofit agencies at work helping those in need—something you may never otherwise have the opportunity to see firsthand. Karen, Panel Volunteer

It's the best way to get your voice heard with regards to where money goes. It makes you truly feel a part of not just giving money, but also of serving the whole community of givers. Kristen, Panel Volunteer

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How can I increase Community Fund gifts at my workplace campaign?

- ✓ Ask if your company can offer a corporate match on Community Fund gifts. *Comcast Foundation has a specific grant to the Community Fund based on employees' gifts to the Community Fund—double the gift!*
- ✓ Or if your company already offers a corporate match to employees' gifts, increase the rate of the match for gifts to the Community Fund. *Big J Enterprises increased their match rate for the Community Fund and increased those gifts by 28%!*
- ✓ Make sure your employees have information about the Community Fund. Provide the factsheet and panel volunteer brochure. Use the stories from the currently funded programs, available on the United Way website. *Big Brothers Big Sisters asked panel members to read stories of their clients and volunteers to help them understand the need and benefits. American Red Cross actually performed a skit to demonstrate how they provide services to families in an emergency.*
- ✓ Offer chances to win prizes based on leadership giving, new or increased gifts or new or increased gifts to the Community Fund. *United Blood Services offered more tickets to win fabulous prizes for their employees who gave at least 25% of their total gift to the Community Fund.*
- ✓ Sometimes an agency speaker can help increase gifts to the Community Fund, but also consider an employee who has served on a Community Fund panel as a speaker during your campaign meetings. If you don't know who in your company has served on a panel, ask your development officer to find out. *SouthwestRe combined a United Way staff presentation with an employee who served on a panel and a representative from one of the agencies reviewed by that panel.*
- ✓ Try something completely different to help your employees experience the Community Fund. Your development officer can help create interactive games, set up tours at different agencies, bring in service projects or connect your employees with volunteer opportunities. *As part of their campaign, Ethicon Endo-Surgery employees also collected non-perishable food items and boxed them to donate to families receiving assistance through a local food pantry.*
- ✓ **ASK!** If you do not directly ask for gifts to the Community Fund, you can't expect them. Your development officer can help you think of creative ways to make that ask and to make it fun and rewarding for you and your employees.