

# WORKPLACE CAMPAIGNS

United Way  
of Central New Mexico



200+ companies in central New Mexico run annual United Way campaigns to increase employee engagement and philanthropy.

## WHAT'S IN IT FOR YOUR COMPANY?



Recognition for Generosity



Achieve Social Responsibility Goals



Build Teamwork and Innovation

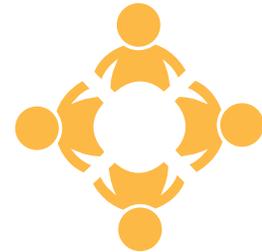
## WHAT'S IN IT FOR YOUR EMPLOYEES?



Volunteer Opportunities



Simplified Giving



Community Connection

## WHAT'S IN IT FOR UNITED WAY?

**MISSION**  

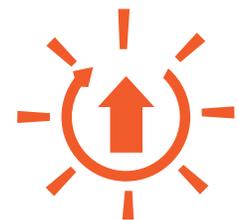
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**VISION**

Help Accomplishing Our Mission



Joining Donors, Partners & Volunteers



Improve Program Systems & Innovate

## WHAT'S IN IT FOR OUR COMMUNITY?



Healthy & Productive Lives



Increased Resources for Impact

  
**COMMUNITY  
INVESTMENT  
FUND**

A Stronger Community



# Bringing people and resources together to measurably improve lives and strengthen our communities.

## Why should you run a workplace campaign?

More than 200 companies in central New Mexico run a United Way workplace campaign. These companies and organizations want to offer their employees the opportunity to participate and understand why giving to social service programs makes our community better for all. Some employees choose to give to one or more of the United Way programs like Mission: Graduate or Mission: Families and others choose the Community Investment Fund or other nonprofits. No matter where they choose to give, payroll deduction through United Way makes it simple and convenient.

## What does a workplace campaign look like?

The best campaign is the one that fits the culture and business needs of your workplace. The simplest way to start is to invite a United Way staff person to a regularly scheduled meeting to speak briefly (about 10 minutes) to your employees about this opportunity to give and to describe the benefits of giving through United Way. You can dress that meeting up in whatever way suits your organization and your budget—provide breakfast, lunch or just beverages, offer door prizes or other incentives for attending. United Way can often provide some limited prizes, like t-shirts or pens, but don't forget the best gifts, such as time off or lunch on the boss.

## What are the options for giving?

Through United Way of Central New Mexico, donors have three ways to give:

1. **The Community Investment Fund:** The best way for donors to help struggling children, families and seniors, as well as those with disabilities or illness in central New Mexico with quality programs that feed, clothe, shelter, protect, teach and give hope. For more information about the programs currently funded through this annual competitive grant process, please visit our website at [www.uwcnm.org](http://www.uwcnm.org).
2. **Any nonprofit agency:** Our United Way does not have member agencies, but allows donors to give their gifts to any nonprofit organization in the U.S. You can designate all or part of your gift through United Way to your agency by simply listing the agency's name on your pledge form.
3. **Both** the Community Impact Fund and any designated agency .

## How much does it cost to donate through United Way of Central New Mexico?

We ask employees to leave 10% of their contribution to support the work of United Way. They can invest their 10% in the Community Investment Fund or any number of United Way led programs like our education or family initiatives, Family Advocacy Center, 211 Information & Referral, Tax Help New Mexico or one of our Donor Group Initiatives.

## How do we get started running a campaign?

Please contact Melissa Dracup at United Way of Central New Mexico at [melissa.dracup@uwcnm.org](mailto:melissa.dracup@uwcnm.org) or 505-245-1754. The Corporate Relations team is happy to meet with your organization's leadership to set up a campaign that suits your employees and your workplace.

## What is the Community Investment Fund?

Our dedicated Corporate Relations team fundraises throughout the year to make us the largest grantor and investor in our state. This allows us to provide Community Impact Grants to nonprofits whose work is in alignment with our goals. Thanks to the generosity of our donors, during the most recent campaign, we were able to award 80 grants totaling \$3.4 million during the 2020-2021 campaign.