

# 2024-2025 UNITED WAY OF WEST FLORIDA CAMPAIGN COORDINATOR HANDBOOK



@uwwfl | uwwf.org





# WELCOME TO UNITED WAY OF WEST FLORIDA'S 2024-2025 CAMPAIGN SEASON



Thank you for raising your hand to help our community by supporting United Way of West Florida. Each year, individuals like yourself step up and donate their time and talents to serve our community. Your support of our annual fundraising campaign is critically important to helping us fight for the health, education, and financial stability of every person in Escambia and Santa Rosa counties.

Through workplace campaigns, the generosity of individual donors, corporate sponsors, and the dedication of our volunteers, United Way of West Florida works to create solutions to our community's most critical issues. We do this by making transformational investments, increasing capacity, and connecting people to resources.

As a Campaign Coordinator, you are our greatest champion in creating lasting change for our community. You serve as the important liaison between United Way of West Florida and your colleagues. You'll have an opportunity to showcase your leadership and project management skills, network with colleagues at your workplace, and create positive impact in our community. I hope you will take advantage of this program and fully participate in this opportunity to serve our community. You will play a vital role in building a stronger, healthier community and in creating hope.

The handbook will offer you tools, tips, and best practices to ensure success. We know you will be a valuable part of the team and we are looking forward to working with you. Keep in mind, you are not alone. United Way of West Florida staff and Ambassadors stand ready to support you with your campaign. Please do not hesitate to reach out at any time throughout this experience if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Laura P. Gilliam', with a stylized flourish at the end.

Laura P. Gilliam  
President/CEO  
850.444.7110 (direct)





# WORKPLACE CAMPAIGNS

Every year, nearly 100 organizations join forces and combine their giving by hosting a United Way of West Florida (UWWF) Workplace Campaign. When you invite UWWF into your workplace, your employees have an opportunity to make an impact on the most pressing needs in our community. A workplace campaign helps your company build employee morale and a sense of teamwork by engaging employees in causes that matter to them. With one gift, usually paid through payroll deduction, they can inspire hope and create better opportunities for others.

Every workplace campaign is different, and we can help you shape it around your organization's culture. UWWF recognizes that working together is the only way to tackle our community's most pressing needs. We invite thousands of people to be part of the change amplifying our impact. Small businesses and major corporations from various industries- including but not limited to manufacturing, banking, nonprofit, and government employees- come together to help build a thriving community in Escambia and Santa Rosa counties.



Workplace Campaign at Pensacola State College 2024



Workplace Campaign at Council on Aging Northwest Florida December 2023

# RUNNING A WORKPLACE CAMPAIGN

## TYPICAL WORKPLACE CAMPAIGN

- Runs actively for 2-3 weeks.
- Runs between the months of September and December.
- Uses brochures, pledge forms, e-pledge (for digital), and printed materials provided by UWWF.
- Most donors give via payroll deduction, pledging per pay period from Jan 1 - Dec 31.

## YOUR ROLE AS A COORDINATOR

- Serve as the main point of contact between UWWF and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal campaign.
- Collect and submit all pledge forms and monetary donations to UWWF by using your campaign envelope in a timely manner.

## OUR ROLE AS STAFF & AMBASSADORS

- To assist you in any way possible!
- Never hesitate to reach out, call or email, for help with campaign strategies or ideas.
- Please reach out to schedule a Campaign Presentation.
- Reach out to us to highlight the good your organization is doing, and share what you are doing and pictures.

## IMPORTANT INFORMATION TO REMEMBER

### PARTICIPATE IN DAY OF CARING

- Day of Caring is the single largest day of volunteerism in Escambia and Santa Rosa counties. Join like-minded community members as they roll up their sleeves and complete service projects for nonprofits agencies and schools in our community. **Day of Caring is October 18, 2024**

### PROMOTE YOUR CAMPAIGN

- We offer items to help promote your campaign such as the Campaign Toolkit which can be found on our website. The Toolkit provides you access to brochures, posters, digital slides for displays, flyers, pledge forms, stories of impact in our community, and so much more!

Visit our website at [uwwf.org/campaign-toolkit](https://uwwf.org/campaign-toolkit)



### COMPLETLY FILL OUT THE CAMPAIGN ENVELOPES

- As the Campaign Coordinator, one of your most important roles is ensuring that all pledge forms and monetary donations are accounted for, totaled, and noted on your campaign envelope. Please double check your work and make sure all supporting materials are placed inside the envelope. Once you have everything, seal the envelope and contact your assigned Ambassador or UWWF Development Manager for drop-off.

### TAKE PHOTOS, ENCOURAGE YOUR DONORS TO SHARE, AND HAVE FUN!

- We want to share our programs and services we offer to the community at no cost to you, so please encourage everyone to provide their full contact information, including email, when they complete their pledge forms. Also, take photos of your campaign activities and events and tag us on social media!

**Facebook, Instagram, X, and LinkedIn: @UWWFL**

# 3 BEST PRACTICES



Whether you've been a United Way champion for years, or this is your first year as a campaign coordinator, statistics show that you can ensure the effectiveness of your campaign by implementing these three strategies:

## 1 SCHEDULE A PRESENTATION

Workplaces that launch their campaign with a formal United Way of West Florida presentation yield higher results. A 10-20 minute presentation during an already scheduled employee meeting is ideal. Invite United Way of West Florida staff into your workplace so we can share stories about the positive impact we're making in our community.

## 2 A CULTURE OF PHILANTHROPY

Make the connection that giving back to our community by supporting United Way of West Florida is part of your corporate culture. Remember, United Way of West Florida is a local 501 (c)(3) non-profit that UNITES agencies, businesses, organizations, faith-based groups, governments, and individuals to fight for the health, education, and financial stability for everyone in our community.

## 3 MEET WITH UWWF STAFF IN ADVANCE

United Way of West Florida's goal is to help make your role as a Campaign Coordinator a fun and rewarding experience. We are here to support you every step of the way!



# STEPS TO SUCCESS



Every workplace campaign is different and can be shaped around your organization's culture. Here are the three basic steps and keys to running a successful campaign.





# STEP ONE

## PREPARE

Lock down logistics by planning ahead. It is important to launch your campaign with a clear kickoff and wrap it up with a celebration. Set a goal - UWWF can help you determine the number and ways to reach it.

- **GET CEO SUPPORT.** Seek your CEO's endorsement for the campaign. Ask the CEO to send a letter or email to kick off the campaign (sample messages are found on our website's Campaign Toolkit - <https://www.uwwf.org/campaign-toolkit>)
- **SET UP A MEETING WITH UWWF STAFF.** UWWF and our Ambassadors are here to assist in planning your campaign. Review your organization's campaign history, set a goal, and discuss best practices. Remember, UWWF is here to support you!
- **TIMING IS KEY.** Choose a campaign timeline that best fits your organization's activity level and that allows your fellow employees and leadership to be most engaged. Remember, scheduling it during a time that you are preparing, for or already underway with a major event will not produce great results. Timing is Key!
- **RECRUIT A CAMPAIGN COMMITTEE.** Try to include representatives from all departments and shifts. People like to feel included, so make sure to ask for help.
- **CREATE A COMMUNICATIONS PLAN.** Your comms plan should include UWWF facts, stories of impacts, flyers, digital assets, and a campaign presentation to here WHY it is important to give and support our community. Build momentum leading up to your campaign by using the UWWF newsletter, website, and social media feeds to help share information about what we are doing in the community.
- **DECIDE ON ACTIVITIES.** Special events and incentives go along. Many companies use their annual campaign as a team-building opportunity. Don't be afraid to think out of the box but remember to get your CEO's approval first.
- **FAMILIARIZE YOURSELF WITH UWWF.** Visit our website, check out our social media pages, and ask to visit our headquarters. We are here to help you!
- **ADVOCATE FOR A CORPORATE MATCH.** Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.
- **GET ON THE AGENDA.** Your organization has regularly scheduled meetings. Whether they are organization-wide events, department meetings, or other gatherings, ask to be added to the agenda to discuss your campaign and your goals.

# STEP TWO

## INSPIRE

It's time to rally the troops! Bring people together to learn how to give, advocate, and volunteer to help build a stronger community. Host a kickoff event, promote volunteer projects, and facilitate a leadership meeting. It's all a part of LIVING UNITED!

- **RUN YOUR CAMPAIGN!** We recommend running your campaign for 2-3 weeks; it shows employees a sense of urgency to give and will help you prevent burnout. Also consider overlapping at least one payroll cycle.
- **SCHEDULE EMPLOYEE MEETING(S).** Add UWWF to the agenda of a standing meeting(s) and let us help. We are here to assist. Use us as you need.
- **ASK.** Ask fellow employees who give or volunteer with UWWF to speak at the meeting(s) to help share their "WHY".
- **DISTRIBUTE PLEDGE FORMS OR EPLEDGE LINK.** Whether you are running a traditional campaign with printed pledge forms, digital with a e-Pledge link, or a hybrid with both, make sure all employees receive their forms and link. Everyone should have the opportunity to give.
- **REMIND YOUR COLLEAGUES.** Remind everyone that every dollar counts, and no gift is too small. Whether it's 100 pennies, 100 dollars, or 100% of yourself for a volunteer project, remind people to give 100 as every bit helps our community.
- **CONSIDER HOLDING A SPECIAL MEETING.** Consider doing something special for your current and potential leadership givers. Our CEO would love to attend if you host something big.
- **CONSIDER RUNNING A RAFFLE.** A special event is a great way to engage your co-workers while raising additional funds for your campaign and who doesn't love a raffle. Collect donations and auction them off to help raise funds. Ask UWWF for fun creative best practices.
- **SEND A CUSTOMIZED KICKOFF EMAIL.** Make sure to add a personal touch and customize your kickoff email to employees.

# STEP THREE

## THANK

Opportunities to LIVE UNITED don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues alongside United Way of West Florida.

- **COLLECT ALL PLEDGE FORMS.** Make sure to collect all forms from employees and complete the Campaign Reporting Envelope. All forms, cash, checks, and corporate pledge/ rollover and payment information should be placed in the envelope.
- **REACH OUT TO DONORS.** Reach out to those who contributed in prior years who did not submit a pledge form, and ask that they consider renewing their pledge. Remember to thank them for their contributions.
- **CONSIDER A FINAL PUSH.** Consider your close-out strategies and encourage last-minute commitments. This can be done through email, meetings, or face-to-face connections.
- **SCHEDULE A TIME FOR DROP OFF.** Contact your Development Manager and or your Ambassador if they haven't contacted you already and schedule a time to drop off your campaign envelope.
- **ASK YOUR CEO TO ANNOUNCE THE CAMPAIGN RESULTS.** This step is key to wrapping up your campaign on a high note. Make sure that your CEO thanks the employees for their support and reminds them to stay connected to see how your support is helping our community. (Examples provided in the Campaign Toolkit)
- **ADD A UNITED WAY SPOTLIGHT TO YOUR NEWSLETTER.** Showcase your employees as they are volunteering at a United Way event or add a spotlight that highlights what United Way is doing in our community. Reach out to our staff for help.
- **INVITE UNITED WAY TO SPEAK.** Invite the CEO, VP's or Program Managers to come and speak throughout the year to provide you with updates and success stories to say thank you.
- **STAY CONNECTED AND VOLUNTEER.** Stay in touch with the United Way team and identify volunteer opportunities either in the community or how we can bring them to your organization. This is a great way for you and your colleagues to see their impact firsthand.

# TIPS TO INCREASE GIVING



## You've set your goals. Now achieve them!

Participation rates and average giving levels don't just magically increase. Here are some proven tips to boost them to the next level by engaging your team with United Way of West Florida.

### TO INCREASE DONOR PARTICIPATION...

- Launch your giving effort by inviting United Way staff to speak at an already scheduled all-staff meeting for a brief presentation.
- Have pledge forms ready at those meetings and encourage staff to fill them out before they leave.
- Set a goal of 100% participation. Make sure everyone hears the message and has the opportunity to give. This can include giving monetary, in-kind, or signing up to be a volunteer!
- Attractive incentives help motivate giving.

They don't have to cost a lot but will increase participation and build excitement.

- Post United Way announcements and posters on bulletin boards and within employee publications. Share links to our e-newsletter and social media accounts or posts.
- Publicly track progress and send daily reminders, especially on the last day.
- Right after your last day, follow-up with past donors who forgot to turn in a form.
- Extend the giving opportunity to new hires throughout the year.

### TO INCREASE DONOR PARTICIPATION...

- Promote and incentivize donors to increase their gift to the next "level" (by 10%, or \$1 per pay period) over last year's.
- Add incentives for tiered giving levels. For example, \$5 per pay period gets you one benefit or maybe you are entered into a raffle with five tickets. If you give \$10 per pay period you get two benefits or 10 raffle tickets.
- Leverage "fun-raisers." Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction.
- Publicly track progress and send daily reminders, especially on the last day.
- Conduct your United Way campaign apart from other internal fundraisers.
- Ask an associate who's benefitted from a UW program to share their story.

## DID YOU KNOW?

When you give to United Way of West Florida you may be eligible to join one of our donor networks. Join like-minded individuals who are passionate about building a better community! Check out [wwwf.org/giving](http://wwwf.org/giving) to learn more about our leadership groups and donor networks.



# ACTIVITIES AND INCENTIVES IDEAS



Bring people together to learn how to give, advocate, and volunteer to help build a stronger community. During your workplace campaign having some special events, activities, and incentives help bring the “fun” in fundraising. You can be as creative as you like and below are some examples.

## Here are some ideas for activities:

- Theme basket raffle/auction Each department assembles a theme basket (golf, chocolate, spa, BBQ, etc.) which are raffled or auctioned off.
- Put together a book that shows all items so that everyone is able to see the items available.
- Tap on employee’s talents and resources for themed baskets.
- Jail and Bail Executives get “arrested” and they can’t leave “jail” until a certain amount of money is raised for their bail. Some companies have had off duty police officers do the “arresting.”
- Casual for a cause Sell Casual Day badges for employees to dress casually on certain days.
- Tricycle races Use the excuse to act like a kid as you race against your coworkers. Create teams with three or four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course throughout the office or outside. Have the course marked with signs or tape on the floor. Fans can watch and cheer from different areas. The race may be designed as a relay.
- Brown Bag/Agency Lunch Invite several United Way Agency Partners for “Lunch & Learn,” allowing them to speak about their initiatives and how employee donation dollars really make a difference.
- Bingo or Trivia during a luncheon

## Here are some incentive ideas:

- Corporate swag (t-shirts, pens, mugs, key chains, etc.)
- Prime parking space for one month, six months, one year, etc.
- Pizza party
- Gift cards (restaurants, shops, groceries, gas stations, movies, housekeeping service, etc.)
- Tickets to local sporting events, concerts, plays
- Company coupons: sleep in late, flee at 3, casual Friday, two paid hours to volunteer at a non-profit, bonus vacation day, etc
- Unused corporate frequent flier miles or hotel stays

# CAMPAIGN KICKOFF MEETING

The more time for your Campaign Kickoff Meeting, the better! We are happy to work with you to make sure the message about the United Way campaign gets across to all your employees.

Please feel free to discuss your meeting needs with UWWF Staff.

United Way of West Florida will inspire your colleagues by sharing how you can help us build a healthier, stronger region by giving, advocating, and volunteering. We'll talk about the work UWWF does and how your gifts make a difference right here in our backyard.

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Here are some example timelines for your meetings.

## 10 MINUTES:

### **Introduction- 2 minutes**

Have your CEO give a brief overview of the company's involvement with UWWF and introduce the workplace campaign.

### **United Way of West Florida Speaker- 2 minutes**

UWWF representative, staff or ambassador will give a brief overview of UWWF.

### **Funded Agency Speaker- 5 minutes**

The Funded Agency speaker will present a story about a person or family that has benefited from services provided by United Way of West Florida's Community Investment Fund donations. This is a great way for your donors to see how their funds can be used to make a difference in Escambia and Santa Rosa counties.

### **Closing- 1 minutes**

Campaign Coordinator thanking everyone for coming, give out campaign event dates and deadlines.

## 30 MINUTES:

### **Introduction- 5 minutes**

Have your CEO give an overview of the company's involvement with UWWF, programs they have been involved with like having a Day of Caring group, talk about last years campaign, and introduce the workplace campaign.

### **United Way of West Florida Speaker- 5 minutes**

UWWF representative, staff or ambassador will give a brief overview of UWWF and how your gift makes a difference locally.

### **United Way of West Florida Program speaker- 5 minutes**

UWWF representative (this can be the same UWWF speaker) will talk about one of our internal programs like 211, VITA, etc.

### **Funded Agency Speaker- 5 minutes**

The Funded Agency speaker will present a story about a person or family that has benefited from services provided by United Way of West Florida's Community Investment Fund donations. This is a great way for your donors to see how their funds can be used to make a difference in Escambia and Santa Rosa counties.

### **Closing- 5 minutes**

Campaign Coordinator thanking everyone for coming, give out campaign event dates and deadlines, review campaign material, and review pledge forms.

# CAMPAIGN CHECK LIST

As you begin your workplace campaign, review the materials available at [uwwf.org/campaign-toolkit](http://uwwf.org/campaign-toolkit) that will help make your campaign exciting, educational, and tremendously successful.

If you need any assistance along the way, reach out to UWWF staff and our Ambassadors

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## Plan your Campaign

- ☐ Meet with your CEO and/or leadership staff and recruit your campaign.
- ☐ Meet with the UWWF team to discuss campaign history, and themes and develop a calendar of events. If you have an Ambassador, he/she will also be available to assist you. Visit [uwwf.org/ambassadors](http://uwwf.org/ambassadors) to learn more about the Ambassador program.
- ☐ Identify challenges and opportunities, then determine campaign objectives, goals, and incentives. Request materials, schedule speakers, and coordinate agency tours through UWWF. If you have an Ambassador, he/she will also be available to assist you.
- ☐ Send a campaign kickoff letter from your CEO endorsing and announcing the upcoming campaign. Communicate your campaign with all employees through marketing materials, emails, a calendar of events, posters, and more!

## Execute Your Campaign

- ☐ (Best Practice is to run your campaign 2-3 weeks)
- ☐ Host a presentation with your employees, UWWF staff, and program speakers to kick off your campaign. All it takes is 10-15 minutes!
- ☐ Share your story about why you give and acknowledge Leadership donors.
- ☐ Distribute pledge cards and brochures to ALL employees.
- ☐ Conduct special events, activities, or a volunteer project allowing everyone to participate.

## Finalize your campaign

- ☐ Collect pledges, one-time gifts of cash/check, calculate results, and submit the final report envelope to United Way of West Florida or your Ambassador.
- ☐ Remember to provide contact information to UWWF for those individuals who are Leadership donors. They will receive special recognition and invites.
- ☐ Celebrate your campaign results with all employees and thank everyone!
- ☐ After completing your campaign, please fill-out a Campaign Coordinator survey at [uwwf.org/campaign-toolkit](http://uwwf.org/campaign-toolkit).

# CAMPAIGN EMAIL EXAMPLES

## Start of Campaign:

*Subject Line: How can United Way and [Company Name] create change?*

*Preheader Text: In our community, everyone deserves the opportunity to thrive.*

[Name],

Join [Company Name] in leading the way for a better future for all by donating today.

Your support of United Way of West Florida will allow us to advance health, youth opportunities, and financial security to ensure our neighbors can thrive. Our work is powered by generous supporters, like you and [Company Name], who are committed to building a stronger community.

Because of your generous support, United Way of West Florida is making a difference in the lives of people every year through our community investment, programs like 211 Northwest Florida and 988, and initiatives like Born Learning.

We need you with us. Donate today and join us in creating a thriving community.

Give today at [wwwf.org/donate](http://wwwf.org/donate).

Closing,  
Signature

*Subject Line: Help build a thriving community!*

*Preheader Text: What makes United Way of West Florida so special?*

Dear [First name],

United Way of West Florida mobilizes communities to action so that all can thrive. Whenever there's a need in our community, United Way is there. UWWF is all about creating a future where everyone, everywhere can rise. And thanks to people like you, we positively impacted lives through our community investment, programs like 211 Northwest Florida and 988, and initiatives like Born Learning.

And we're not stopping there. Your support can help continue tackling the biggest problems in Escambia and Santa Rosa counties. From education and health to hunger and natural disasters, we bring a comprehensive approach to every challenge. Because more than 100 years of experience has shown us that when people unite to take action, change is possible.

Donate today. Join us in helping to build a thriving community. [wwwf.org/donate](http://wwwf.org/donate)

[Closing],  
Signature

## Reminder:

*Subject Line: What are we doing together in Escambia and Santa Rosa counties?*

*Preheader Text: Mobilizing our community and changing lives.*

Hi [Name],

We need you with us— whether you're new to United Way of West Florida or you've been creating an impact with us for years. At United Way, we believe that everyone in Escambia and Santa Rosa counties deserves the opportunity to thrive. Together with you and partners like [Company Name], United Way mobilizes the caring power of people to create transformational change in our community.

Day in and day out, funds, supports, and leads programs that meet the most urgent needs in our community, which includes Community Investment, 211 Northwest Florida, Stuff the Bus, and so much more\*. We're proud of all we've accomplished together for our great community:

*Just last year, Stuff the Bus collected thousands of school supplies outside local Walmarts and raised over \$30,000 in funds to help local students receive the tools they need for the coming school year.\**

More work is needed to build on this momentum. If you've already given, thank you. If you haven't, there's still time to join in. Give to today at [wwwf.org/donate](http://wwwf.org/donate),

Together, let's create a thriving community and make great things for people who call Escambia and Santa Rosa counties home.

[Closing],  
Signature

*You can change this fact with another from the program page\**



# AMBASSADOR DESCRIPTION

## OVERVIEW:

**What is an Ambassador?** Ambassadors help United Way of West Florida build long-standing relationships with key organizations and individuals in Escambia and Santa Rosa counties. Ambassadors foster a greater understanding of the needs of our community and United Way's efforts to build a stronger, healthier region. In addition to increasing their knowledge of the community, ambassadors will manage relationships with three to five companies and assist them in planning and implementing successful workplace campaigns. In return, United Way of West Florida provides the ambassadors with a unique program designed to help them hone their public speaking and leadership skills while learning from our region's established community leaders.

United Way of West Florida's Development team supports the ambassadors and provides them with the knowledge and resources they need to be successful. Together, we will focus on enhancing connections, building new relationships, and strengthening our community.

## RESPONSIBLE TO:

**Development Team:** Stephen Prestesater, VP of Philanthropy and Communications will be your main point of contact throughout the Ambassador Program. You may also work alongside another member of the Development Team depending on your workplace campaign accounts.

## RESPONSIBILITIES:

- Attend Ambassador Orientation. This mandatory training will help you familiarize yourself with United Way of West Florida, our partner agencies, and our internal programs. You will learn how everyone can engage in activities that benefit the community's goals of health, education, and financial stability.
- Attend public speaking and presentation training sessions. Each ambassador will be required to give a three-to-five-minute presentation before they are assigned their respective accounts.
- Attend monthly Leadership Training Seminars. Ambassadors will enjoy the unique opportunity to learn from key community leaders and panels consisting of our partner agencies in a small group setting. These trainings are designed to help ambassadors build their professional network, develop leadership qualities, public speaking skills, and obtain a deeper understanding of the community's needs and resources.
- Serve as an extension of United Way of West Florida by acting as a liaison to three to five companies. You will connect with these companies to analyze past performances of their campaigns, encourage strategies to improve campaign revenue, and effectively communicate the United Way of West Florida message. The goal is that ambassadors will help their assigned companies run successful workplace campaigns.
- Attend Annual Meeting. Attendance is required for the Annual Meeting as we celebrate our successes from the previous year and look ahead to the upcoming year. The event also includes recognition and awards to key community leaders and organizations as well as an introduction to our newest ambassadors. We encourage your supervisors to join us, as well, at no cost.

## KEY ELEMENTS:

- Understand the mission and vision of United Way of West Florida.
- Learn how United Way of West Florida makes an impact in the community.
- Be an advocate for the United Way of West Florida campaign.

# 2024-2025 AMBASSADOR TEAM

Name	Company	Email
Ashley Donahoo	Pace Center for Girls	morgan.donahoo@pacecenter.org
Becky Meredith	First Bank	rmeredith@thefirstbank.com
Casey McClammy	VIPcare	casey.mcclammy@betterhealthgroup.com
Gladys Scott	Sisters of Hope	gladysscott2500@yahoo.com
Kelly Dennis	SouthState Bank	kmdennis@southstatebank.com
Kevondre Brown	Boys & Girls Club of the Emerald Coast	kbrown@bgcec.com
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# UNITED WAY OF WEST FLORIDA STAFF

## Philanthropy and Communications Department:

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## UWWF Staff:

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DJ Kint	FVSL Care Coordinator	<a href="mailto:dj.kint@uwwf.org">dj.kint@uwwf.org</a>	850-359-5988
Blake Majzun	211 Resource Specialist/IT	<a href="mailto:blake.majzun@uwwf.org">blake.majzun@uwwf.org</a>	850-444-7034
Avalon "Mal" Mallory	211 Resource Manager	<a href="mailto:avalon.mallory@uwwf.org">avalon.mallory@uwwf.org</a>	850-444-7037
Tamara Peterson	FVSL Care Coordinator	<a href="mailto:tamara.peterson@uwwf.org">tamara.peterson@uwwf.org</a>	

# BOARD OF DIRECTORS

Name	Organization
Todd Phillips (Board Chair)	Navy Federal Credit Union
Brian Wyer (Vice Chair)	Gulf Coast Minority Chamber
Megan Brown (Marketing Chair)	Community Volunteer
Tom Della Flora (Treasurer)	Baptist Health Care
Tony Kisner (Secretary)	Florida Blue
Naisy Dolar (CI Chair)	Santa Rosa County
Dan Schebler (Development Chair)	District One Medical Examiner's Office
Jodi Bell	Pensacola News Journal
Scott Barrow	Regions Bank
Matt Couch	Moorhead Real Estate Group
Kendrick Doidge	HCA Florida West
Deborah Douma	Pensacola State College
Donna Edwards	Community Volunteer
Johnny Fayard	Synovus Bank
Jeff Fletcher	Lakeview Center
Jessica Griffen	Urban Development Center
Wesley Hall	Escambia County Government
Larry Heringer	Santa Rosa Adult School
Wanda Kotick	Escambia County School District
Barbara MacNeil	Loyalty Credit Union
Muriel Lawson	Publix Super Markets
Travis Morock	Carver Darden
Jennifer Mostert	Saltmarsh
Eric L. Myers	Florida Power & Light Company
Denise Myrick	Clark Partington
Jeremy Ruffin	RuffPath
John Scanlon	Pensacola Energy



# United Way OVER THE YEARS

1924

## THE BEGINNING

The 'Community Chest' concept is introduced to Pensacola as a way to consolidate charitable requests made of local companies and businesses.

1941

## GOAL SURPASSED

Headlines read, "CHEST DRIVE GOES OVER TOP IN FUND TOTAL," however in 1925, the campaign goal had actually been surpassed for the first time, by a total of \$27.60. That goal was \$34,950.

1943

## NATIONAL WAR FUND

Many Community Chests outside of Pensacola were merging into the National War Fund. Pensacola was the last Community Chest in Florida to combine with the National War Fund, but the first to reach its goal. The goal of \$110,000 was exceeded by \$5,244.

1944

## AGENCY TOURS

Agency "Come and See Tours" were incorporated for industrial employees. Today, Agency Tours are a significant component of the Community Investment process, allowing Panelists the opportunity to see firsthand the impact that programs and services administered by nonprofit agencies have on the community.

1948

## THE COMMUNITY CHEST

The Community Chest becomes the "Greater Pensacola Community Chest," and kicks off with the campaign slogan, "Give! Give Enough! Support your Community Chest!" featured beside a giant Chest thermometer measuring progress at the corner of Garden and Palafox Streets in downtown Pensacola.

1951

## GREATER PENSACOLA UNITED FUND

Headlines read, "A Greater Pensacola United Fund was born Thursday morning," as the organization continues to evolve. Shortly thereafter, in 1960, the Fund began serving 19 agencies.

1957

## PACESETTERS

The term "Pacesetters" was adopted to give credit to the firms and companies supporting the fundraising drive and setting pace for the others. In 1951, the inaugural Pacesetters class included Lewis Bear Company, Muldon Motor Company, Sherrill Oil Company, and Hygeia Coca-Cola Bottling Company. This past year, 14 companies, organizations, and institutions qualified as Pacesetters and raised a combined \$519,682 to kick off the campaign season.

1968

## LOANED EXECUTIVES

Loaned Executives, known today as Ambassadors, were first introduced in 1968. These volunteers play a vital role in the implementation and execution of workplace campaigns. In 2023-24, 14 individuals from 13 organizations were part of the graduating Ambassador class.

1972

## A NEW BEGINNING

By vote of membership, United Fund changes its name and becomes United Way of Escambia County. New bylaws were adopted and service grew to be county-wide.

1993

## DAY OF CARING

United Way of Escambia County organizes the First Annual Day of Caring, the event has since grown to be the largest organized day of volunteerism in Northwest Florida.

1999

## SCHOOL SUPPLY DRIVE

Cram the Van was created, in partnership with WEAR TV3, and Sandy Sansing Chevrolet. In 2019, the School-District approved supply drive was rebranded as "Stuff the Bus."

2004

## FIRST CALL FOR HELP

UWEC assumed responsibility for First Call for Help and assisted with Hurricane Ivan relief efforts. This program was rebranded to 211 Northwest Florida in 2010.

2019

## SANTA ROSA COUNTY

United Way of Escambia County incorporates Santa Rosa County into its service area and rebrands as United Way of West Florida.

2023

## MINI GRANTS

United Way of West Florida offers mini-grants. This initiative provides funding of up to \$5,000 to agencies seeking to develop their organizational structure, pursue short-term organization development goals, or execute a one-time project.

2024

## REFRESHING DONOR GROUPS

In 2024, United Way of West Florida looks forward to refreshing and restarting the two leadership donor groups, Women United and Emerging Leaders!

2024

## LOOKING AHEAD

United Way of West Florida embarks on its 100th anniversary, celebrating 100 years of fighting for the health, education, and financial stability of every person in our community! As UWWF celebrates 100 years of impact, they are excited to look towards the next century of dedicated service!

# UWWF PROGRAMS



211NWFL received 24,507 calls in Escambia and Santa Rosa counties, creating 119,590 connections.



Florida Veterans Support Line received 5,266 calls and provided 11,741 connections.



988 Florida Suicide & Crisis Lifeline received 7,473 calls and created 18,450 connections.



In 2023-24 SingleCare's Rx Saving saved 5,444 people \$662,530.79. Visit [uwwf.org/single-care](https://uwwf.org/single-care) to learn more.



On July 25, 2024, 424 volunteers from Escambia and Santa Rosa counties logged 990 hours this year for Stuff the Bus! The event raised nearly \$32,000 in funds with over \$45,000 worth of supplies piled into the buses that day! Thanks to our community, almost \$77,000 was raised for our local students!



In October 2023, Day of Caring, 728 volunteers completed over 68 projects with a total of 3,108 hours of work. Projects ranged from yard work, food service at shelters, reading to children, painting walls, and even building homes.



In 2024, 44 VITA (Volunteer Income Tax Assistance) volunteers completed 796 returns saving our community over \$200,000 in filing fees, bringing \$850,000 in refunds back to our community.



In 2023, United Way of West Florida's volunteer platform, Get Connected, captured 871 new volunteers and 19 new agencies who joined the site. The agencies on Get Connected created 176 needs for volunteers. Because of these needs and volunteer efforts, there was a total of 6,378 volunteer hours recorded with an impact value of \$202,806.73. These numbers show how much these volunteers have given back to our community and the difference they have made!

# LEADERSHIP GIVING



## ALEXIS DE TOCQUEVILLE SOCIETY

The committed members of this society present United Way of West Florida with an annual gift of \$10,000 or greater. The Escambia and Santa Rosa counties chapter of the Tocqueville Society



## LEADERSHIP GIVING SOCIETY

Leadership Giving Society members are donors who give an annual gift of \$1,000 to \$9,999. This dedicated group of leaders demonstrates that investing in Escambia and Santa Rosa counties is important.



## CENTENNIAL CLUB

During our 100th celebration, we are highlighting our Centennial Club donors! By joining the Club, you are joining the fight for the health, education, and financial stability of every citizen in our community and showing how working together is the best way to improve lives and build a stronger community. There are 2 levels, Centennial Donors, \$100-\$999, and Leadership Donors, +\$1,000.



## AGNES WEIS SOCIETY

The Agnes Weis Society recognizes those who include the United Way of West Florida in their will or estate plans or other forms of planned gifts.



## DIAMOND DONORS

Diamond Donors have supported United Way's work for 25 years or more.



# DONOR NETWORKS

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## WOMEN UNITED

Women United is a diverse, vibrant community of women from across the region who are making a positive impact in Escambia and Santa Rosa counties. Through a commitment to leadership, philanthropy, and volunteerism, Women United is focused on helping to build a thriving community.

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### Why Women United:

- Connect with like-minded women and expand your personal and professional relationships in fun and inspiring ways
- Invitations to exclusive events and volunteer projects that are meaningful and fulfilling
- The ability to inspire generations of women leaders to fight for the health, education, and financial stability of every person
- Opportunities to advocate for key community issues at the local and state level

### How to join:

Women who make an annual donation of \$500+ automatically become members of Women United. This can be a one-time gift of \$500 or a monthly contribution of \$42, independently or through your workplace campaign.

## EMERGING LEADERS

Emerging Leaders Society rallies young professionals in Escambia and Santa Rosa counties, with a passion for building community partnerships and outreach together.

Beyond their financial contributions, Emerging Leaders dedicate their time to improving our community. By participating in Emerging Leaders, these individuals are doing their part to help bridge the gaps in health, education, and financial stability throughout Escambia and Santa Rosa counties!

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### Why Emerging Leaders:

Emerging Leaders provides young professionals significant opportunities to connect with our community while building a life-long relationship with United Way of West Florida.

In addition to recognition, Emerging Leaders provides a unique combination of social, philanthropic, volunteer, and educational activities throughout the year.

### How to join:

UWWF commits to creating change in our community 365 days a year, Emerging Leaders do the same! Join by donating a dollar a day, \$365 a year, either independently or through your workplace campaign.



# COMMUNITY IMPACT

## COMMUNITY IMPACT

Through Community Impact, UWWF tackles tough challenges, working with private, public, and nonprofit partners to create a thriving community through 3 focus points: Health, Education, and Financial Stability.

We help people make meaningful change, through charitable donations with Community Investment, volunteerism, programs such as our 211 Northwest Florida, initiatives such as our Born Learning Trails, and advocacy.

## COMMUNITY INVESTMENT PROCESS

The Community Investment Committee awards the undesignated dollars received through the annual campaign to local non-profit programs that meet strict criteria including financial reporting and measurable outcomes. These committees consist of individuals who volunteer their time to review grant applications and make the challenging funding recommendations thoroughly. These programs are helping to make Escambia and Santa Rosa counties better places to live.



Day of Caring Volunteers, City of Pensacola at Bright Bridge Ministries



2023-2024 Mini-Grant Awardees



Stuff the Bus 2023



Volunteer with kids who received jackets at 2024 Operation Warm with Anderson Subaru

# United Way of West Florida's COMMUNITY INVESTMENT 2024-2025

No single agency can meet all of our community's needs. When you give to UWWF, your gift becomes a part of a collective effort that supports local programs and initiatives across Escambia and Santa Rosa counties.

**\$675,128 INVESTED!**

25 agencies were funded: 1 agency serves Santa Rosa County, 8 agencies serve Escambia County and 16 agencies serve both Escambia and Santa Rosa Counties

## HEALTH AWARDS - \$360,050

### Bright Bridge Ministries

Hot Meals Program - \$44,000

Serving Escambia County

### Center for Independent Living of Northwest FL Inc

Equipment for Independence Program - \$12,750

Serving Escambia and Santa Rosa counties

### Embrace Florida Kids, a ministry of the United Methodist Children's Home

Family Preservation - \$11,250

Serving Escambia and Santa Rosa counties

### Epilepsy Alliance Florida Inc.

Epilepsy Services and Resource Center - \$19,050

Serving Escambia and Santa Rosa counties

### Gulf Coast Kids House

Life Skills Counseling - \$35,000

Serving Escambia County

### Health and Hope Clinic

Access to Care - \$44,000

Serving Escambia and Santa Rosa counties

### Manna Food Bank Incorporated

Healthy Seniors Food Program - \$15,000

Serving Escambia County

### Northwest Florida Community Outreach

Harvest of Hope - \$35,000

Serving Escambia County

### Pensacola Habitat for Humanity Inc

Housing Plus Aging in Place - \$35,000

Serving Escambia and Santa Rosa counties

### Santa Rosa Kids House

Trauma Focused Therapy - \$40,000

Serving Santa Rosa County

### The Arc Gateway, Inc

Pearl Nelson Center Pediatric Therapy - \$44,000

Serving Escambia and Santa Rosa counties

### Valerie's House

No Child Grieves Alone - \$25,000

Serving Escambia and Santa Rosa counties

## EDUCATION AWARDS - \$157,328.76

### Autism Pensacola

Kids for Camp - \$20,000

Serving Escambia and Santa Rosa counties

### Big Brothers Big Sisters of Northwest Florida

Beyond School Walls - \$14,062.50

Serving Escambia County

### Boys and Girls Clubs of the Emerald Coast Inc

Academic Success and Career Readiness - \$18,750

Serving Escambia and Santa Rosa counties

### Children's Home Society

Teenspace - \$15,266.26

Serving Escambia County

### Council on Aging of West Florida

Foster Grandparent Program - \$25,000

Serving Escambia and Santa Rosa counties

### PACE Center for Girls INC

Girls Earning Diplomas (GED) Program - \$15,000

Serving Escambia and Santa Rosa counties

### Pensacola Childrens Chorus

Affordable Accessible Arts - \$14,250

Serving Escambia and Santa Rosa counties

### ReadyKids! FL

Reading Pals - \$35,000

Serving Escambia County

## FINANCIAL STABILITY AWARDS - \$157,750

### Catholic Charities of Northwest FL

Emergency Assistance Program - \$23,750

Serving Escambia and Santa Rosa counties

### EComfort Inc

Ecomfort Soup Kitchen - \$35,000

Serving Escambia County

### Favorhouse of Northwest Florida Inc

Financial Stability Program for Domestic Violence Victims - \$40,000

Serving Escambia and Santa Rosa counties

### Feeding the Gulf Coast

Mobile Pantry Program - \$15,000

Serving Escambia and Santa Rosa counties

### Legal Services of North Florida Inc

Stability for Victims of Interpersonal Violence (SVIV) \$44,000

Serving Escambia and Santa Rosa counties

# United Way of West Florida's MINI GRANTS 2023-2024

Last fall, United Way of West Florida offered mini grants for nonprofit organizations in Escambia and Santa Rosa counties. This initiative provides funding of up to \$5,000 to agencies seeking to develop their organizational structure, pursue short-term organization development goals, or execute a one-time project.

"We are particularly interested in supporting grassroots agencies making a positive impact on marginalized communities residing in hard-to-reach areas with limited resources," said United Way of West Florida President/CEO Laura Gilliam. "We are committed to becoming more accessible to these types of nonprofit agencies in Escambia and Santa Rosa counties."

United Way of West Florida (UWWF) Community Investment Mini Grants provided funding to positively impact an organization and the community it serves. Funding options available through the UWWF mini-grant include:

- Capacity building
- Professional development
- Accounting services
- Training (i.e., how to collect data, diversity, Board training)
- One-time program/project funding
- Consulting fees

## \$49,172 AWARDED!

**Set Free Refuge \$5,000**  
Capacity Building  
Serves Escambia and Santa Rosa counties

**Sisters of Hope \$5,000**  
Capacity Building  
Serves Escambia and Santa Rosa counties

**Equity Project Alliance \$5,000**  
Training  
Serves Escambia and Santa Rosa counties

**Northwest Florida Community Outreach \$5,000**  
One-Time Program/Project Funding  
Serves Escambia County

**Sisters Anointed to Lead Together \$5,000**  
One-Time Program/Project Funding  
Serves Escambia County

**Junior League of Pensacola \$4,972**  
Capacity Building  
Serves Escambia and Santa Rosa counties

**The Global Corner \$4,500**  
Capacity Building  
Serves Escambia and Santa Rosa counties

**Sportsmen Givin' Back \$4,000**  
One-Time Program/Project Funding  
Serves Escambia and Santa Rosa counties

**GFWC Santa Rosa Women's Club \$1,000**  
Accounting Services  
Serves Escambia and Santa Rosa counties

**Family Promise of Escambia County \$5,000**  
Organization operating expense, except salaries  
Serves Escambia and Santa Rosa counties

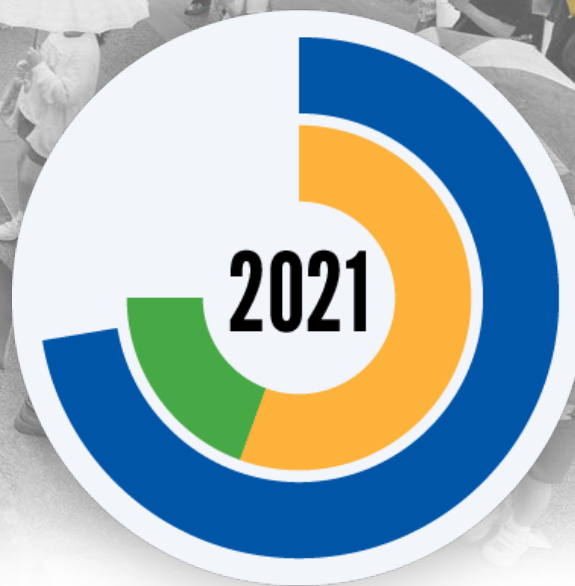
**Therapeutic Riding Unlimited \$4,700**  
One-Time Program/Project Funding  
Serves Escambia and Santa Rosa counties

# ALICE STILL IN THE CROSSCURRENTS

## One Step Forward, Two Steps Back

In Escambia and Santa Rosa counties, 42.2% of households lived paycheck to paycheck in 2022. This included nearly 28,000 in poverty and another 50,000 who were **ALICE** – **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed – earning above poverty but less than the cost of basics.

While wages grew, three other factors – inflation, loss of pandemic supports, and a decade of falling behind – combined to keep ALICE trapped.



In 2022, a family of four\* saw the loss of up to \$15,000 in tax credits and supports that they could access in 2021

\*With two adults, an infant and a preschooler



READ THE UPDATE & JOIN THE  
CONVERSATION WITH **#ALICE2024**

