

United Way of Santa Cruz County

2024 Employee Campaign Manager Packet



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UNITED WAY OF SANTA CRUZ COUNTY: CREATING THRIVING COMMUNITIES BY EMPOWERING YOUTH

United Way is a global non-profit that mobilizes local communities to action so everyone can thrive. For over 83 years, United Way of Santa Cruz County has partnered with local organizations and community members to co-create solutions to our community's most pressing challenges. By taking a comprehensive approach, we listen and respond to the needs of our community, recognizing that **when our youth thrive, our community thrives**.

- Our programs and initiatives—like 211—expand access to essential resources during times of need and natural disasters, helping individuals and families connect with financial assistance, housing support, and critical services that promote long-term financial security and stability.
- Within our youth programs, we focus on mental health, college and career readiness, and fostering a sense of community belonging. We actively work to close the gap on inequities, uplifting the well-being of youth and families, because we believe empowering the next generation builds the foundation for a stronger, more resilient community.

From strengthening local resilience to advancing health, youth opportunity, and financial security, we are dedicated to building a future where every person in our community can reach their full potential. Together, we create the conditions for success, starting with our youth.

WHEN OUR YOUTH THRIVE, OUR COMMUNITY THRIVES



UNITED WAY OF SANTA CRUZ COUNTY

PROGRAMS & INITIATIVES

2024-2025

OUR MISSION

We ignite our community to give, advocate and volunteer so that our youth succeed in school and life, our residents are healthy, and our families are financially independent.

OUR IMPACT AREAS

From strengthening local resilience to advancing health, youth opportunity, and financial stability, United Way is mobilizing communities to action so all can thrive.

HEALTHY COMMUNITY

Improving health and well-being for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Building financial stability and strength

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow



When our youth thrive,
our community thrives!

JÓVENES SANOS

2024-2025

OUR MISSION

United Way of Santa Cruz County's Jóvenes Sanos (JS) is a Watsonville-based youth program that focuses on reducing mental health stigma by elevating youth voices to shift the stigma around mental wellness & increasing youth access to mental health resources. In the process, youth learn leadership skills including public speaking, collaboration, & teamwork.

JS seeks to promote peer-to-peer conversations regarding mental wellness & create a healthy & thriving culture in Watsonville.

OUR OUTCOMES



Elevate youth voice & perspective to shift cultures of stigma around mental health



Help youth explore their mental wellness & learn various mindfulness & self-care strategies as preventative tools that can significantly improve their quality of life



Support authentic youth engagement & increase youth informing community-level decision-making



Promote hope, healing and resiliency through peer-to-peer connections



Co-create meaningful community partnerships rooted in trust & power-sharing to rebuild connections with community and youth

CULTIVATING HOPE 2024

At the 2nd Annual Cultivating Hope event on May 4th, Jóvenes Sanos brought together 50 youth participants to foster connections & provide them with tools & resources for enhancing their health and mental well-being. Through engaging activities, participants delved into stress-busting self-care strategies. This collaborative effort, supported by partnering community organizations, & funded by the Santa Cruz Office of Education underscores the ongoing commitment to nurturing the well-being of our youth.



Helping ourselves recognize the importance of self-care & our journey towards well-being.

Opening up to ourselves & others and sharing our experiences to create peer-to-peer connections

Prioritizing self-care as an essential part of our daily life. Engaging in activities that will nurture our growth and development.

Empowering ourselves to take control of our health & happiness.



OUR FUNDERS



This project is supported by Elevate Youth California and funded through Proposition 64.

CONTACT US!



Karina Betanzos
kbetanzos@unitedwaysc.org
(408) 713-0727



@Jovenes SANOS



@Jovenes.sanos



UNITED WAY
of Santa Cruz
County



Watch JS's
Testimonials

YOUTH ACTION NETWORK



UNITED WAY
of Santa Cruz
County

2024-2025

OUR MISSION

United Way's Santa Cruz County Youth Action Network (YAN) is a countywide collaborative of youth & adults working together to promote youth well-being by connecting young people to resources & opportunities to create positive community change & elevating youth voices in decision-making.

OUR OUTCOMES



Increase meaningful participation for youth within Santa Cruz County.



Help youth explore their leadership & increase their skills and capacity.



Support authentic youth engagement & increase youth participation in community-level decision-making & knowledge of decision-making processes.



Promote partnerships between youth organizations & reduce silos



Co-create relationships with adult decision-makers & allies



COMPONENTS OF YAN

The Network

We share youth engagement opportunities via our event calendar, social media, & newsletter, & bring the Network together to enhance collaboration & support with capacity building.

Annual Youth Adult Partnership Survey & Summit

We conduct an annual countywide survey. This year, we will host our first summit to share results, best practices, & foster collaboration.

Youth Research in Collaboration with UC Santa Cruz

We amplify youth voices through research & will collaborate with organizations countywide to highlight youth perspectives in decision-making.

Youth Informing Policy and Decision-Making

We support City Youth Liaisons, advocate for the Youth & Children Bill of Rights, & contribute to the Asset Builder's Collaborative. Our jurisdictional reps help align youth initiatives across different cities.

OUR FUNDERS



SPENCER



DORIS DUKE
FOUNDATION

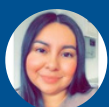


MONTEREY
PENINSULA
FOUNDATION



YOUTH CALIFORNIA

CONTACT US!



Lilly Galvan
lgalvan@unitedwaysc.org
831-216-6274



Malena Ronga
mronga@unitedwaysc.org
831-275-0076



@YAN Santa Cruz County



@yan_santacruzcounty

Pathways to Possibility

Scotts Valley Youth Funding Initiative

In collaboration with All Children Thrive, a leading force in reducing adverse childhood experiences (ACEs), the United Way of Santa Cruz County has been selected as one of the 13 cities to engage in ACT's mission. ACT works tirelessly to prevent and mitigate ACEs by providing coaching and technical assistance, enhancing policies, and improving systems to promote children's health and well-being.

With a focused lens on the City of Scotts Valley, our partnership aims to advocate for dedicated funding towards youth development and afterschool programs, ensuring that our children have the support and resources they need to create pathways to possibility and thrive.



OUR GOALS



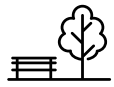
Increase resource and funding for youth development.



Elevating youth voice through civic engagement.



Co-Collaborate with youth and community members.



Increase youth-friendly spaces for students in Scotts Valley.

TIMELINE:

Year 1: Build and recruit projects Core & Design Teams.

Year 2: Sustain project teams, training & conduct community needs assessment.

Year 3: Expanding community engagement & co-create policy for youth development funding.

PATHWAYS TO POSSIBILITY STRUCTURE

Core Team: Serves as the project's advisory board and ensures that ACT-Project Goals and Activities are achieved.

Design Team: Collaborative team of youth & adults that guides project goals and mobilizes coalition and broader stakeholders.

Community Coalition: Extended community partners that support the project and participate in advocacy efforts.

Community Learning Sessions: ACT workshops & trainings to support the overall project. Open and available for Core and Design Team.

2-1-1 Santa Cruz County

2024-2025



Get Connected. Get Help.™

OUR MISSION

2-1-1 connects individuals and families to social and health services 24 hours a day, every day of the year. We provide accurate and timely assessment, information, and service navigation to help people understand their options, resolve problems, and improve their lives. By informing the community of needs, gaps, and trends, 2-1-1 facilitates system change.

OUR GOALS



Provide Information and Referral Services through a centralized and easy-to-access sources of information and referrals for a variety of social services.



Promote Access to Services to individuals and families in need



Support in Times of Crisis during emergencies, disasters, or crises, 211 plays a critical role in connecting affected individuals with emergency services, shelters, food distribution and other essential resources.



Reduce Information of Barriers to accessing services by providing information in multiple languages and through various communication channels.



Collect and Analyze Data on community needs and trends.



Advocate for Systemic Change and work to address systemic issues and gaps in services to create a more efficient and responsive.



Raise Awareness about available resources and services through outreach and education campaigns.



Mariana Moran Falcon Leal and Kassandra Flores from United Way of Santa Cruz County 211 helping California Fire Foundation deliver relief credit cards to those affected by the storm in San Lorenzo Valley.

211 IMPACT

Program Impact Year 2023:

Number of calls: 4,480

Number of Referrals: 8,050

Number of Needs: 6,708

CURRENT 211 PROGRAMS & PARTNERSHIPS

Tobacco Cessation Program: United Way of Santa Cruz County, 211 partner with KickIt California to provide services for smokers to quit smoking. Once the callers go through their program, they receive a \$20 dollars gift card.

My Money Path: We're by your side on your path to financial empowerment with the tools & resources you need to achieve your financial goals and manage your money with confidence.

Taxes: We have a website that provides tax resources such as federal credits, self-filing information, and an opportunity for all to do their taxes for free. Please visit www.myfreetaxes.org or text the word "Taxes" to 211-211.

United 4 Youth

2024-2025



UNITED WAY
of Santa Cruz
County

United 4 Youth is a community-powered initiative that unites teams of nonprofits to co-design innovative, collaborative programs, fostering positive and sustainable outcomes for our youth. In **Live Oak and Watsonville**, we've championed a unique model that brings these nonprofits directly into local neighborhoods, creating safe spaces where students can access homework help, engage in youth-led prosocial activities, and build meaningful relationships with caring adults. Through this collaborative approach, we empower our youth to thrive and succeed.

LIVE OAK

Cradle to Career (C2C) leads the Thrive Outside project with the **Boys and Girls Club, Flow,** and **Fuerza**. This project will include FREE after-school activities and services for Shoreline Middle School Students that are fun, inclusive, culturally responsive, and engaging!



- Student Engagement
- Parent Engagement
- Youth-Led Activities
- Advocacy



- Support youth-led and designed after school activities
- Youth-Adult Partnerships



- Music
- Alternative Recreational Activities; Skateboarding & BMX
- Relationship building



- Academic Support & Access to higher education
- Soccer and other activities

WATSONVILLE

Community Action Board's - Luna Y Sol Center's goals are to support youth and families to thrive by building economic mobility, restorative justice practices, and academic support. This year they are partnering with **Conflict Resolution Center** to host restorative circles and victim-offender dialogues.



Community Action Board
of Santa Cruz County, Inc.

- Academic Support
- Parent Engagement
- Youth-Led Activities
- Basic Needs Services



- Restorative Circles
- Victim Offender Dialogue
- Conflict Resolution & Healing



2024 Campaign Manager ACTION GUIDE



Employee Campaign Managers (ECMs) are the critical link between United Way of Santa Cruz County and the employees that help us ignite our passion to give back. In this Action Guide are tips for strengthening your campaigns, getting more employees engaged and, overall, making a lasting impact on our community and your company.

In this Action Guide, you'll find:

- Step-by-step instructions on planning every aspect of the campaign, from the logistical to the fun
- Ideas and tips to make the campaign more engaging
- Links to additional resources

We hope you'll use this as the go-to resource for your campaign needs, but an Action Guide can only do so much. Your United Way Campaign Staff is always available to help with the rest, so please reach out to us.

Your UWSCC contact is: Dawn Bruckel

Phone: Direct: 831.479.5478

Email: dbruckel@unitedwaysc.org

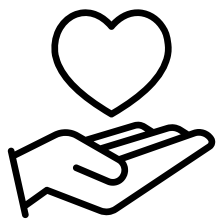
For the the Step by Step Guide:

[CLICK HERE](#)

How to Get Involved



At United Way of Santa Cruz County, we believe in the power of community. By coming together to support our neighbors, we can create lasting change and ensure everyone has the opportunity to thrive. There are many ways you can make an impact. Whether you give, advocate, or volunteer, your support is essential in helping us build a stronger, more resilient community for all.



GIVE

Your donations drive local change and fund vital programs that address our community's most pressing challenges, from youth well-being to financial security and health. Every dollar you give makes a difference in someone's life—whether it's helping a student succeed, providing emergency assistance, or supporting families in need.



ADVOCATE

Lend your voice to the causes you care about. By advocating for policies that promote equity, financial stability, and youth empowerment, you can help shape the future of Santa Cruz County. We need champions like you to speak up and support efforts that drive systemic change.



VOLUNTEER

Be part of the hands-on work that makes a difference. United Way of Santa Cruz County offers meaningful volunteer opportunities where you can directly contribute to local projects, events, and initiatives. Whether you're passionate about education, disaster relief, or community outreach, your time and skills are invaluable to our mission.

Emerging Leaders Circle



The **United Way's Emerging Leaders Circle (ELC)** is a group of young professionals dedicated and passionate about making a lasting positive impact on the lives of youth in Santa Cruz County. Through ELC's **Connect-Serve-Lead** model, we create a space of growth and impact.

Connect

Attend networking events and connect with other young professionals across Santa Cruz County.

Serve

Get to know our community by volunteering with ELC through events like Stuff The Bus and Career Mentorship

Lead

Access to exclusive leadership & professional development workshops and events.



Join today for \$10 a month or \$100 a year. Through a workplace campaign, you can join for just \$5 a paycheck!

Questions? Contact Amanda Gamban at agamban@unitedway.org

Women In Philanthropy



Women In Philanthropy harnesses the passion and commitment of local women to change local community changes by engaging in opportunities to give, advocate and volunteer to address the most critical issues confronting youth in Santa Cruz County. Your contribution enables our network to provide support for:

- **College & Career Readiness**
- **Health & Wellness**
- **Economic Mobility**
- **Community Engagement**

What are the advantages of joining?

An annual contribution of \$1,000 or more to United Way of Santa Cruz County's Women In Philanthropy includes:

- **Participate in essential funding decisions** for programs that impact the success of local youth
- **Belong to a community** of 50 like-minded women who share their passions, ideas, and strengths
- **Participate in leadership events** throughout Santa Cruz County hosted by United Way
- **Collaborate** with business and community leaders

Join today for \$84 a month. Through a workplace campaign, you can join for just \$42 a paycheck!

How will my donation dollars be used?

- 100% of your donation stays in Santa Cruz County, supporting United Way's work in larger, countywide efforts to address our county's most pressing challenges and build a healthy, thriving, and safe Santa Cruz County for all.

Why should I give to United Way?

- **We are careful stewards of your donation**
Local volunteer experts study community needs, set goals, review budgets, and partner with agencies to make sure that donated dollars are used as wisely as possible. These volunteers, all of whom are actively concerned with the quality of life in our community, represent a cross-section of Santa Cruz County.
- **Your Contribution is managed and monitored**
The review process is United Way's assurance that contributions are being responsibly managed and monitored. Our United Way adheres to stringent standards of accounting and financial reporting set for health and human service organizations.
- **We can make your contribution work harder**
We leverage your donation with grant funding, advocacy for bipartisan policy, and volunteerism to provide maximum community impact. We hold United Way funded agencies accountable and they report data on their outcomes as well as yearly evaluation. We fund only trusted, proven programs to ensure that your gift is creating the most good possible in Santa Cruz County.

How much of my give to United Way pays for operation expenses?

According to the Better Business Bureau, a nonprofit who spends 25% or less on overhead expenses is considered an efficient nonprofit. The operating expenses for United Way of Santa Cruz County are 21% - so for every dollar donated to United Way of Santa Cruz County, 79 cents goes to support over 20 countywide programs and services. We are recognized by *GuideStar Exchange* as a Gold Participant for our transparency and efficiency.

United Way brings together people with the **PASSION, EXPERTISE, and RESOURCES** needed to support youth in our community. We invite you to be a part of the change. Please contact United Way of Santa Cruz County for additional information: campaign@unitedwaysc.org or call 831-479-5478.

ROLLOVER CAMPAIGN

As the world pressed pause and we stayed at a distance, our community has found new ways to come together. Even when we're apart, we remain united in kindness, united in service, and united in hope. With every new challenge, we see our community rise to the occasion. And now — more than ever — we need your help to respond to the community's needs.

Because workplaces look different, we are offering the option of a Rollover Campaign in place of a traditional one. As always, we appreciate your continued support of United Way of Santa Cruz County.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions) from 2023's annual campaign and automatically rolls it over to the 2024 campaign, including gift amount, type of pledge, and any designations unless any changes are specified by the employee. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift, including an increase, decrease or other adjustment based on their personal situation.

WHAT STEPS ARE INVOLVED?

- **Complete and submit the confirmation form.** On the back of this sheet is a form to provide us with all the details needed to get started.
- **Define your timeline for when you want to run your campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you'll need to communicate to your employees the details and how they can make adjustments. We recommend about 2 weeks for notification of adjustments to their gift including designations or to increase giving.
- **Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.**
- **Reach out to new employees that have joined since the end of your 2023 campaign.** Provide new staff with a United Way packet, including a pledge form and brochure.
- **Submit pledge forms to your United Way contact for any new employees or changes for existing donors at the end of your campaign.**

WHAT TOOLS CAN UNITED WAY PROVIDE?

- **2021 Donor Information:** We will provide a spreadsheet with the details of your 2021 giving including donor name, amount, and designations to ease answering employee questions.
- **Communication Plan:** We will provide sample communication to help you inform your employees about the campaign as well as answer questions that might come up.

ROLLOVER CAMPAIGN

ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2024 Annual Campaign. We understand that this means all employee payroll gifts submitted for the 2022 campaign will be continued flat for 2024, including designations, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR CONTACT: _____

EMAIL: _____ **PHONE:** _____

SIGNATURE: _____ **DATE:** _____

Return confirmation form to:

Dawn Bruckel



831.479.5478



dbruckel@unitedwaysc.org

United Way of Santa Cruz County
4450 Capitola Road, Suite 106
Capitola, CA 95010

Step 1: Provide your contact information

United Way of Santa Cruz County only uses contact information to process donations and let you know how your investment is helping Santa

I wish to remain anonymous in publications.

Yes, I would like to sign up for UW's newsletter.

Mr./Mrs./Ms./Dr.	First Name	M.I.	Last Name	Recognition Name (if different)	
_____	_____	_____	_____	_____	_____
Home Address _____		Apt. _____	City _____	State _____	Zip _____
Preferred Telephone _____		Preferred Email _____			
Company Name _____					

Emerging Leaders

I am an early-mid career professional & would like to connect with United Way and it's impact.
-Yearly contribution of \$100 or \$10 a month

Women in Philanthropy

My contribution of \$1000 or more specifically supports Women in Philanthropy strategic programs.

Leadership Giving Circle

I gave \$1,000.00 or more to United Way of Santa Cruz County and want to support United 4 Youth.

Step 2: Direct how to invest your gift

Youth Opportunity Fund

When you direct your gift to our Youth Opportunity Fund, you will provide the best value for your investment and the biggest impact on youth well-being.
Your gift will also support:

HEALTHY COMMUNITY

Improving health and well-being for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Building financial stability and strength

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

Designated Gift Organization must be 501 (c)(3) nonprofit. A minimum \$100.00 contribution per agency s required for this option. Processing fee: 15%

Agency name and complete address _____

\$ _____
Amount

Step 3: Please select payroll deduction or direct gift

TOTAL GIFT AMOUNT \$

EASY PAYROLL DEDUCTION

X _____ = \$ _____

\$ _____
Amount per # of pay periods pay
period per year

CHECK Check # _____

Payable to United Way of Santa Cruz County

CASH

Credit Card

Visit us online at unitedwaysc.org

SIGNATURE

DATE

The United Way of Santa Cruz County is a nonprofit organization as defined by section 501(c)(3) of Internal Revenue Service Code, Tax ID 94-1422471. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W-2 or other employer document showing the amount withheld and paid to a charitable organization.

Email 1a:

Campaign Welcome and Kick-Off

From: Your United Way CEO/CPO, Board or Campaign Chair

Audience: All company employees

C2A: Give now to join the campaign

Subject line: Creating Thriving Communities

Preheader text: Join Us in Building a Thriving Santa Cruz County

Body

Dear **[First name]**,

Every day, United Way of Santa Cruz County brings people together to help our community thrive. Our work is powered by people, and local businesses like **[company name]** that are committed to supporting the strength, vitality, and resilience of our community.

This is not a regular campaign request. We invite you to join us in building a thriving Santa Cruz County, recognizing and amplifying our power to make a meaningful difference in the community **[or communities]** where we work and live. It's not just a one-time gift to a single issue, but a call to collaborate on the complex challenges Santa Cruz County faces.

Here in Santa Cruz County, we're making a difference in people's lives every year. Through our impact areas of Healthy Community, Youth Opportunity, Financial Security, and Community Resilience we:

- Provide safe afterschool spaces for students across Santa Cruz County
- Connect youth and families to mental health resources
- Prepare students for career and college readiness through youth leadership programming
- Support our community in the face of natural disasters through our 211 database and resources
- Offer financial security support through 211 by connecting residents with resources for housing assistance, employment, and other critical needs.

A thriving Santa Cruz County can happen when we collaborate with people like you, who care about our community and work together to advance programs that meet urgent needs today while building strength for tomorrow.

Join us today: **[Add link to your campaign landing page or www.unitedwaysc.org/dontate]**

In Community,
Signature



Email 1b:

Company CEO variation

From: Employee Campaign Manager

Audience: All company employees

C2A: Give now to join the campaign

Dear **[Employee name]**,

Our community in Santa Cruz County is facing several challenges.

- High Cost of Living for youth and families
- Ongoing Youth Mental Health Crisis
- Access to health and human resources

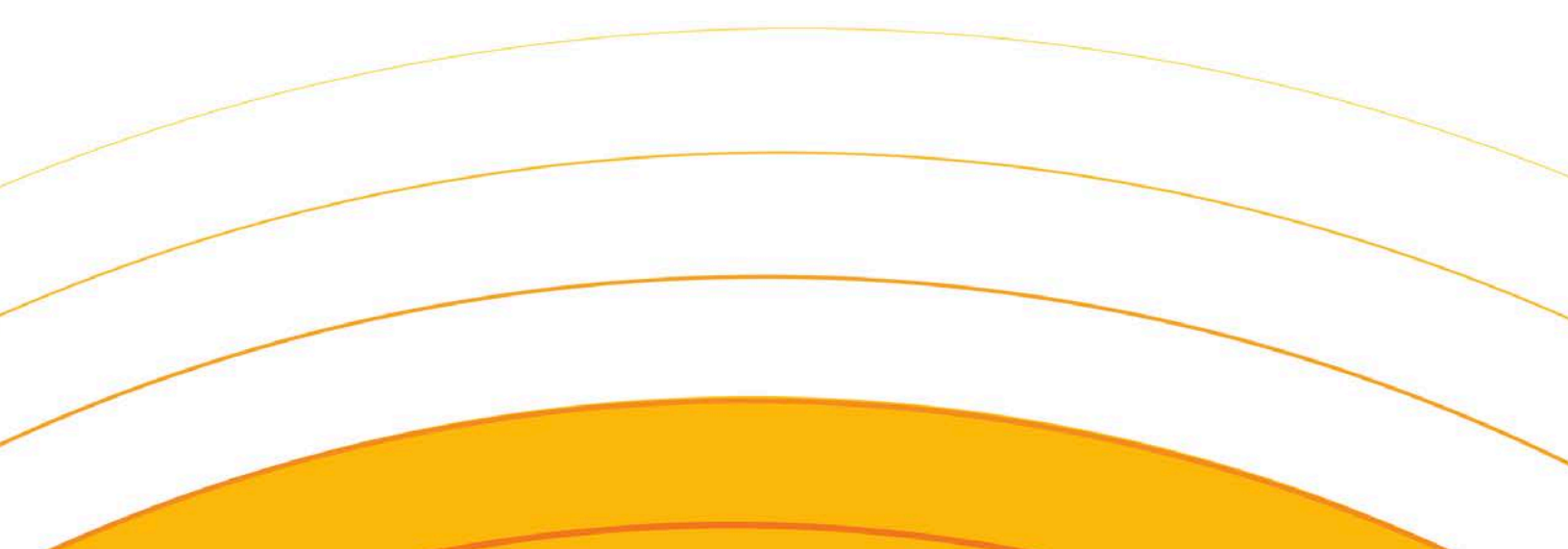
Tough times call for strong action and for us to dig deep and show up ready to join others in a spirit of collaboration. I'm excited to invite you to help build a thriving community by supporting Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency through a partnership with United Way.

This is more than a campaign – it is a call to action for us at **[company name]** to come together with thoughtful intention to support local solutions in the communities where we live and work. We have set an ambitious goal of raising **[monetary goal/description]** to help our neighbors thrive and strengthen our community. Last year, United Way of Santa Cruz County supported over _____, with our help.

We're counting on generous people like you and your teammates to help improve the lives of people in our community/ies. **[Insert story or anecdote from company kickoff or previous year's campaign or how United Way connects to the company's established corporate social responsibility goals]**

Make your gift today at **[Add link to your campaign landing page or www.unitedwaysc.org/dontate].**

Thank you in advance for your valuable support and for demonstrating what it means to create a thriving Santa Cruz County for all



Email 2:

Why United Way?

From: Employee Campaign Manager

Audience: All company employees

C2A: There's still time to give now and join the campaign

Subject line

What makes United Way of Santa Cruz County so special?

Preheader text

United Way is LOCAL, all over the world!

Body

Dear [First name],

If you're deciding whether or not to contribute to a thriving Santa Cruz County, you might be thinking, "Why United Way?"

Allow us to introduce ourselves. United Way brings people together to build strong communities where everyone can get a quality education, a good job, and live a healthy life. But we don't do it alone: United Way unites people, organizations, and communities in purpose. Together, we mobilize resources swiftly and purposefully to address needs and make life better for every person in every community. United Way helps our community thrive. Through United Way, your neighbors are making meaningful change, whether by charitable giving, volunteering, or speaking out for policies that improve our community. Funds raised by United Way of Santa Cruz County stay in Santa Cruz County, to benefit our community today and strengthen it for tomorrow. Together, we can make a difference in our community, and make life better for those who need help the most right now.

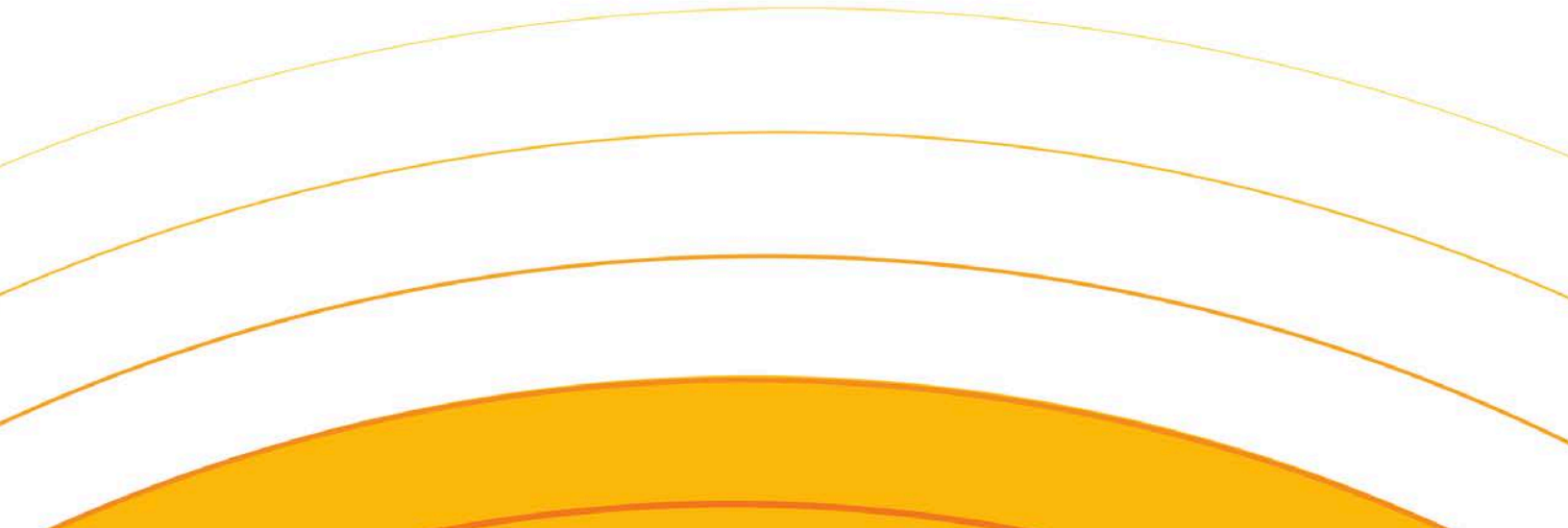
Join us today: **[Add link to your campaign landing page or www.unitedwaysc.org/dontate].**

In Community,
Signature



Reminder Emails

Depending on the length of your campaign, we recommend sending one reminder email per week. Below are three sample emails, which can be customized to your United Way, and your relationship with that workplace.

- **3a. Impact.** We've offered one email with several opportunities to talk about your impact, but you can make this multiple emails, or center it on just one area of your work that fits most closely with the Company's community service/impact goals.
 - **3b. Great things we do together.** Use this one to highlight special activities you've done with donors, like Day of Action/Caring/Service, or volunteer projects they've completed.
 - **3c. Time is running out!** You can do a few iterations of this: starting 10 days out, or one week or one day, then another email on the last day. Again, do what makes sense for your relationship with this company.
- 

3a. Reminder #1:
United Way's Impact

Subject line: What have we done together in Santa Cruz County?

Preheader text: A lot!

Body

Dear [First name],

Whether you are new to United Way of Santa Cruz County, or have been involved with us for years, you play an important role as a catalyst for positive change in our community.

Day in and day out, United Way of Santa Cruz County develops and supports programs that meet the most urgent needs in our community, which includes our 211 call center and database and our various youth programs. You may be surprised at all the ways we are building a better Santa Cruz County. We're proud of all we've accomplished together for our great community:

- Served over 400 students through our United 4 Youth Initiative
- Provided over 3,000 backpacks to youth experiencing homelessness
- Connected nearly 10,000 people to resources through 211 referrals
- Through the support of a USDA grant and local United Way partners, through the Farm and Food Worker Relief program, we have provided payments to more than 2000 farmworkers who powered the agricultural industry during the pandemic.
- Delivered nearly 2,600 meals to homebound residents through the 211 and DoorDash Food Pantry Delivery Program
- Supported nearly 100 families with accessing rent relief through the Housing is Key Program
- Lead over eight different youth leadership projects through the Youth Action Network and Jóvenes Sanos focusing on youth mental health and youth well-being advocacy.

United Way also works diligently to respond to evolving challenges and immediate crises. That was evident during COVID-19, the CZU Fire Complex, and the 2023 atmospheric winter storms and flooding.

Considering all we've done, imagine how we can create a thriving Santa Cruz County for all.

If you've already given, we thank you and appreciate your partnership. If you haven't made a gift but still want to make a meaningful difference for the people in our Community, we invite you to join us!

You know we can do more United than alone.

In Community,
Signature



3b. Reminder #2:

Great things we do together

From: Employee Campaign Manager

Audience: All company employees

C2A: Join the campaign and continue to make great things happen

Subject line: Look at the great things United Way of Santa Cruz VCoyny and [company name] have done!

Preheader text: intentionally left blank

Body

Dear **[First name]**,

We want to take a moment to celebrate all the ways United Way of Santa Cruz County and **[company]** have made a real difference in the lives of people in our community. **[This email should be tailored to your company. We suggest]:**

- Highlight the number of years a company has been a sponsor,
- Highlight the impact the company has had during your day of action/day of caring—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from the Campaign or other United Way Volunteer Opportunities like Stuff the Bus and VITA
- Has the company done holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to strengthen our community. Join us today in being United in Purpose. **[Add link to your campaign landing page or www.unitedwaysc.org/dontate].**

In Community,
Signature



**3c. Final reminder:
Time is Running Out**

From: Employee Campaign Manager

Audience: Company employees who have not made a campaign gift

C2A: Make your gift today

Subject line: Time is running out to support a Thriving Santa Cruz County!

Preheader text

[Customize this for the countdown you want to maintain, I.e., one week, few days, today's the last day!]

Body

Dear **[First name]**,

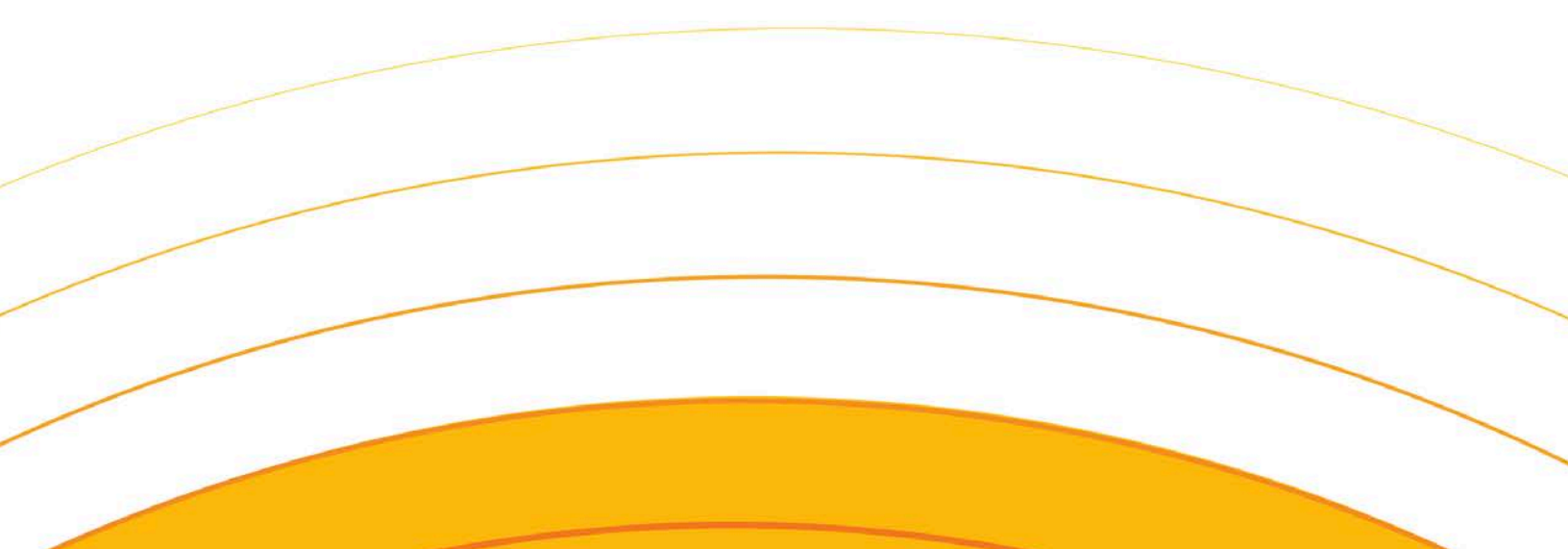
Whether you are interested in community resiliency efforts or youth opportunities, United Way of Santa Cruz County gives you an opportunity to make a direct impact on the issues you care about.

Through United Way of Santa Cruz County, you can help advance effective solutions to community challenges making life better for every person across our community.

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to create a thriving Santa Cruz County. Join us today!

[Add link to your campaign landing page or www.unitedwaysc.org/donate].

In Community,
Signature



4a. General:

Thank you Email #1

From: Employee Campaign Manager

Audience: ALL company employees

C2A: See your impact

Subject line: Thank you! You've changed lives in [Anytown or xx region]

Preheader text: intentionally left blank

Body

Dear **[First name]**,

Join me in celebrating the incredibly successful **[workplace giving campaign name]** community-building effort! It takes an entire community to change lives. I could not be more appreciative that I work in this one. I'm thrilled to report:

[Company name] employees gave \$ **[dollars pledged]** to United Way of Santa Cruz County **[participation rate%]** of **[Company name]** Employees gave to United Way of United Way of Santa Cruz County **[number of donors]** of **[Company name]** employees gave to United Way of United Way of Santa Cruz County **[Company name]** employees contributed more than **[number of volunteer hours]** volunteer hours during the campaign.

I thank you on behalf of the families, children, neighbors, and friends who will benefit from your generosity.

In Community,

Signature



**4b. United Way Donor:
Thank You**

From: Employee Campaign Manager

Audience: Company employees who donated to United Way (not designated to other organizations)

C2A: Live Your Purpose

Body

Dear **[First name]**,

First, I would like to express my deepest and most heartfelt gratitude for your generous gift to United Way. Your support has a far-reaching impact and will help improve the lives of those in need every day.

I can't thank you enough for your support in creating a thriving Santa Cruz County. As someone who has expressed their commitment and intention, I wanted to reach out and let you know that there are additional ways for you to live your purpose and advance the solutions to our community's challenges.

Volunteer.

Make a difference in your community through volunteer work – providing a ride for someone who is homebound, volunteering with 211 & VITA for tax prep, helping stuff backpacks for Stuff the Bus, or being a volunteer in one of our youth programs. Perhaps you'd like to serve on one of our community's leadership groups or offer your professional skills to our Emerging Leaders Circle. There are many ways to contribute your time and skills through United Way.

Advocate.

Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in our community. Join United Way's in-person and virtual events to help every person in our region thrive.

Thank you for your commitment to Santa Cruz County. We are looking forward to working with you to make our community stronger together, United in Purpose.

In Community,
Signature

