

United Way  of the Mid-South

ENGAGEMENT GROUPS



WHAT
GOOD SHALL
I DO THIS
DAY?

Within United Way of the Mid-South, groups of like-minded people are inspiring their peers to make a difference. **Together, we can do more good than any one of us can do alone.**

When people engage with United Way, they bring their time, talents and treasure to our efforts, focusing their sights on moving Mid-Southerners from poverty to prosperity. All of us bring our unique perspective, experience and enthusiasm to the cause, and that diversity is the foundation of the innovative solutions we need to affect positive change on a large scale.

United Way invites everyone to be part of the change in our community. We provide a unified direction to guide and galvanize continuous, collective action around creating opportunity for everyone in this community. Our Engagement Groups are just one more way for you to join the fight to move people from where they are to where they dream to be.



— UNITED WAY OF THE MID-SOUTH —

WOMEN UNITED®

WOMEN UNITED brings together the Mid-South's most driven, powerful women to foster growth and change in the community. Together, Women United is changing lives and transforming their community as members come together for one purpose – to address the critical issues low-income women and their children face. Through giving, advocating, volunteering and networking, our leaders advance United Way's mission, help break the cycle of generational poverty and create meaningful change in the Mid-South.





UNITED WAY OF THE MID-SOUTH

VOLUNTEER UNITED



VOLUNTEER UNITED serves as United Way of the Mid-South's volunteer portal for the community. Individuals are matched to volunteer openings based on their expressed interests and passions. It is a web-based platform where nonprofit agencies post vacant volunteer positions and advertise special events. Volunteers can see first-hand the difference they are making in the community, learn about the issues they care about, and develop skills as part of United Way's social philanthropic networks.



— UNITED WAY OF THE MID-SOUTH —

LEADERS UNITED

LEADERS UNITED is an amazing group of dedicated donors who use their treasure to strengthen our community by improving our neighbors' self-sufficiency. Leadership Givers contribute significant funds every year, and these contributions support United Way's Community Impact Fund and the work done by our committed area nonprofits.





— UNITED WAY OF THE MID-SOUTH —

TOCQUEVILLE SOCIETY[®]

TOCQUEVILLE SOCIETY donors support United Way's charge to serve as a leading catalyst in stimulating support and services for individuals and families by contributing \$10,000 or more annually. This dedicated group of donors help United Way mobilize resources to address the biggest challenge facing individuals and families in the Mid-South: multi-generational poverty.



— UNITED WAY OF THE MID-SOUTH —

RETIRE UNITED

RETIRE UNITED is an opportunity for donors who are in a new phase of their lives to explore different activities and create new passions. This engagement group offers many ways to stay connected to volunteer and to learn new skills that can make a difference in our community.



United Way  of the Mid-South

CAMPAIGN CABINET



United Way  of the Mid-South

EEC

Campaign Cabinet volunteers are community leaders with a heart for service. They support United Way's mission by engaging company leaders and providing support as those leaders raise funds for the Community Impact Fund.

Employee Engagement Champions are influencers within their organizations to drive passion and excitement for United Way's workplace campaigns. They partner with company leadership to plan and execute fundraising efforts that encourage employees to support the Community Impact Fund and the work of the agencies it funds.

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CAMPAIGN REPRESENTATIVE

Campaign Representatives are employees who spend 8-12 weeks doing a deep dive into the United Way mission. They are “loaned” to United Way from some of the Mid-South’s top companies to support the workplace campaigns and act as cheerleaders fueling our efforts to remain the leading catalyst in providing support for our most vulnerable neighbors.



United Way of the Mid-South has a variety of ways to engage with us. Please see the table below and select the one that is right for you!

AFFINITY GROUP	REQUIREMENTS	ANNUAL FINANCIAL COMMITMENT	DESCRIPTION	UNITED WAY CONTACT
WOMEN UNITED	Women of all ages	\$500 undesignated gift to United Way	Women interested in fighting for the rights of low-wage earning women and their families.	Letitia "Tish" Robertson letitia.robertson@uwmidsouth.org
LEADERS UNITED	None	\$500	Community members contributing at a leadership givers level.	
TOCQUEVILLE SOCIETY	None	\$10,000	Philanthropists supporting United Way and its mission at the highest level through their contributions.	Stephanie Shearin stephanie.shearin@uwmidsouth.org
RETIRE UNITED	Retired professionals	None	Retirees that support United Way with their time, talent and treasure.	
CAMPAIGN CABINET	Professionals and Community Volunteers	None	Mid-Southerners with limited time but unlimited influence	Al Edwards albert.edwards@uwmidsouth.org
EMPLOYMENT ENGAGEMENT CHAMPION	Professionals at workplace campaign companies	None	Employees that enjoy sharing United Way's passion for our community with their fellow employees	
CAMPAIGN REPRESENTATIVE	Professionals "loaned" by Mid-South companies for a time period	None by the individual	Companies "loan" gifted employees to United Way for a certain time period to support workplace campaigns	Annette Knox annette.knox@uwmidsouth.org

UWMIDSOUTH.ORG



Together, we can do more good than any one of us can do alone.

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