



REAL CHANGE WON'T HAPPEN WITHOUT YOU.

LIVE UNITED

Campaign Coordinator Reference Guide 2020-2021

Mahalo for your commitment of time and energy to our 2020-2021 **LIVE UNITED** Company Campaign. We hope that you will find this experience very rewarding.

Maui United Way's mission is to empower our Maui community through caring partnerships that enrich people's lives. We strive to improve our community by motivating people to help others, increase resources to meet vital health and human service needs, and inspire change within the areas of Education, Income (stability) and Health. **How can you help?**

Company Campaigns are the backbone of our fundraising activities. Employees contribute more than 58% of our total campaign fund. While working closely with your MUW Representative, we ask that you promote the campaign throughout your company, distribute campaign materials, motivate your fellow employees to directly contribute to their community, and in the end submit a final report with the original pledge forms and contributions to your campaign representative. We can come in to your workplace and do the "ask" for you!

With your assistance we can create opportunities for a better tomorrow.

Frequently Asked Questions

What does Maui United Way do?

Maui United Way brings people together from all over the community—government, business, faith based groups, other non-profits and citizens—to identify and tackle our most vital needs. We make sure the programs we fund are getting the results our community needs. Through a system that measures and reviews program outcomes, MUW can benchmark progress and ensure our donors that their money is used effectively and efficiently.

What is the difference between Aloha United Way and Maui United Way?

Aloha United Way funds agencies on Oahu. Maui United Way funds agencies here on Maui. We are governed by a local board of directors, comprised of business and civic leaders who are dedicated to inspire hope and create lasting change in our community.

Is my Maui United Way contribution tax deductible?

YES! Your contributions are 100% tax deductible.

When does my payroll deduction begin?

Payroll deduction for the 2020-2021 Campaign will begin January 1, 2021. Please see your Human Resources Department for details.

Who decides how my donation is distributed?

A group of trained volunteers come together to assess the needs of the community in each specified need area. They review grant requests from our various partner agencies, conduct site visits, and decide as a committee how funding in their need area should be allocated.

How can I become a MUW volunteer or committee member?

That's easy! Contact your MUW representative and let them know that you are interested in giving your time or visit our website at www.mauiunitedway.org and sign up to become a volunteer.

Can I give to a specific non-profit agency?

Donor Choice enables you to have the option of designating your contribution to any non-profit agency. To donate to a non-partner through MUW, you must have a Federal ID number of the non-profit of your choice. However, we do encourage our donors to give to the Community Fund. This option offers the most effective way to reach all 39 of our partner agency programs and make a significant impact on our entire community.

Together, UNITED, we can inspire hope to create opportunities for a better tomorrow.

10 Reasons to Give to Maui United Way

1. **Local Impact:** Maui United Way gives you an opportunity to be part of a collective effort to address Education, Income (stability) and Health service needs in your community.
2. **Efficiency:** MUW combines the financial needs of many nonprofit organizations into one effort, eliminating multiple appeals and wasteful duplication.
3. **Accountability:** MUW ensures the contributor that our partner agencies are spending contributed dollars wisely through financial and program delivery review by community volunteers.
4. **Accessibility:** Through MUW's grant allocation process, we can ensure that basic health and human services continue to be available in our County should you, your family member, or a fellow community member ever need them.
5. **Dependability:** Partner agencies rely on their MUW funding to budget and plan their services for the year. This support allows agencies to focus on programmatic services, reducing their need to fundraise on their own.
6. **Effectiveness:** MUW provides funding that helps ensure that vital services in our community are there when we need them.
7. **Deductibility:** All donations are tax deductible.
8. **Simplicity:** Payroll deduction, as well as online giving, are available through most of our company campaigns. These options make giving easy and convenient, enabling individuals to make a difference all year long.
9. **Diversity:** MUW brings local citizens from all walks of life together in the spirit of giving, promotes volunteerism, and provides advocacy to create a more caring and responsive community.
10. **Keeping it local:** 99% of every dollar raised stays on Maui, serving our local community.

WE WANT TO HELP—PLEASE CONTACT US FOR A PRESENTATION AT YOUR WORKPLACE!

*Please contact your Maui United Way Representative below for any additional campaign materials, ideas for fundraising, or to provide an in-person or virtual presentation with testimonials for your employees; **we can do the ASK for you!** We also have an MUW video that you can share with your employees. We are here to help you in every way we can.*



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Please visit www.mauiunitedway.org for more Campaign Coordinator Resources to help your campaign.

*****All Campaign Envelopes are due by OCTOBER 31st, 2020*****
Please let us know if you need an extension, and we will be happy to work with you.

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