



UNITED WAY
Ozarks Region

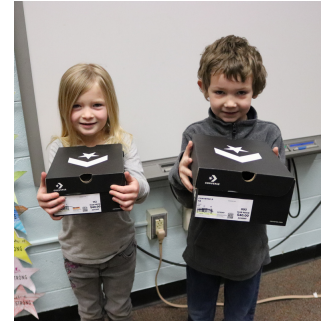
WORKPLACE CAMPAIGN GUIDEBOOK



OUR MISSION

United Way Ozarks Region unites people, resources and ideas to enhance lives in the Ozarks.

Thank you for joining us!



At United Way Ozarks Region, we have **deep roots** in our community, driving solutions and tackling **big challenges**. United Way brings people together to build **strong communities** where everyone can get a quality education, a good job and live a healthy life.

For maximum impact, we focus on two areas. We **champion our community's children** and **provide pathways out of poverty**.

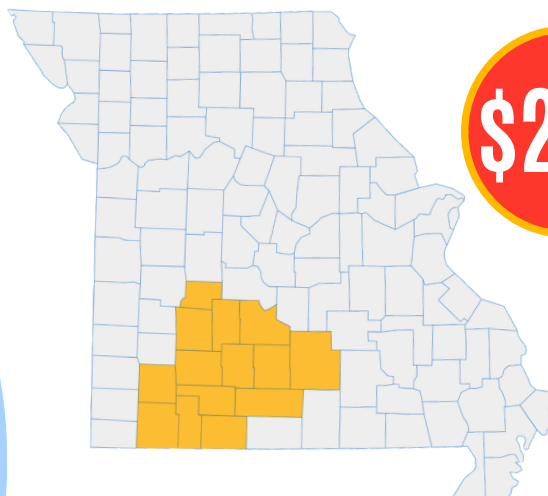
But we **don't do it alone**. Giving individuals and companies make action possible. Thanks to workplace leaders like you, change is happening. Your **donations**, volunteerism and advocacy are helping us move the needle.

Whether you are new to United Way Ozarks Region, or have been involved for years, **you** play an important role as a **catalyst** for **positive change**.

SUPPORTING OUR COMMUNITY



Use your **Workplace Campaign Toolkit** to start and run your campaign. Get templates, graphics, social media content, forms, videos and more!



\$2.01

MILLION
REINVESTED IN

14 COUNTIES

BARRY	HICKORY	TANEY
CHRISTIAN	LACLEDE	TEXAS
DALLAS	LAWRENCE	WEBSTER
DOUGLAS	POLK	WRIGHT
GREENE	STONE	

WHAT YOUR DOLLARS CAN DO

Giving to United Way Ozarks Region's **Community Investment Fund** is the **most powerful** way to invest in your community. Your donation is **UNITED** with others to **amplify your impact**.



Check out the local programs supported by United Way Ozarks Region's Community Investment Fund



31,827 **TOTAL LIVES IMPACTED**
July 2025 - June 2026



"THE CASA CLUBHOUSE HAS BEEN A WONDERFUL ASSET FOR ME AND MY KIDS. I AM LIVING IN MY CAR, SO BRINGING THEM A MEAL OR SHOWING UP CLEAN FOR OUR VISITS HAS BEEN CHALLENGING. THE CLUBHOUSE HAS ALLOWED ME TO TAKE CARE OF MY PERSONAL HYGIENE, DO MY LAUNDRY, COOK WITH THEM, AND SHOW UP IN A BETTER WAY WHEN GETTING TO SEE MY KIDS DURING OUR VISITS. WE HAVE SO MUCH FUN, AND MY KIDS ARE SAFE. IT HAS MADE A REAL DIFFERENCE IN KNOWING I AM ALSO SEEN AND SUPPORTED WHILE I AM HERE."

LOCAL MOTHER & CASA CLUBHOUSE CLIENT

"WHEN J. FIRST CAME TO OZARKS LITERACY COUNCIL, THEY WERE HEADING INTO 3RD GRADE YET COULDN'T EVEN READ THE ALPHABET ALL THE WAY THROUGH. J. WAS MATCHED WITH A VOLUNTEER AND THEY BEGAN MEETING ONE HOUR A WEEK. AFTER JUST FOUR MONTHS IN OLC'S ONE-TO-ONE TUTORING PROGRAM, J. HAD MOVED FROM NOT KNOWING LETTERS TO READING SIMPLE WORDS IN FULL SENTENCES. AFTER 11 MONTHS, J. WAS FULLY READING AT A 3RD GRADE LEVEL, PROOF OF WHAT ONE HOUR A WEEK AND ONE CARING VOLUNTEER CAN DO."

LORI BEESON
EXECUTIVE DIRECTOR, OZARKS LITERACY COUNCIL

THE BEST WAY TO GIVE.

A gift to United Way Ozarks Region's Community Investment Fund ensures your dollars go further than a gift to a single nonprofit can.

Our community investment strategy identifies gaps and reduces duplication in services. All grants go to programs evaluated and chosen by donor-volunteers.

Giving to our Community Investment Fund ensures your donation goes to address the most pressing needs. We monitor nonprofits to ensure programs are effective, fill community gaps and are financially stable and sustainable.

TRUSTWORTHY STEWARDSHIP OF YOUR DONATION

- We have been awarded the highest transparency seal through **Candid** and received a Four-Star rating from **Charity Navigator**.



YOUR TEAM WANTS TO KNOW

Common questions from employees about why they should donate to United Way Ozarks Region



Q Why donate to United Way, when I could give directly to another nonprofit?

A Donating through United Way gives you the chance to amplify the impact of your gift. Through United Way Ozarks Region's Community Investment Fund, your donation joins with others to reach further and deeper than a single donation can. Your dollars are deployed strategically, since United Way observes community needs, identifies gaps in services and carefully evaluates nonprofits' effectiveness. When you support your community through United Way, you know your donation is being invested wisely, where it will have great impact.

Q How is United Way Ozarks Region accountable?

A Accountability and transparency are core values at United Way Ozarks Region and community participation is essential. It is committed to being a fair and effective organization. A local volunteer board of directors is responsible for defining vision and ensuring results. Before a program or agency is funded, it is evaluated and approved by dedicated donor-volunteers on a community investment committee, who also track program results. To confirm the integrity of United Way's internal operations, an outside auditor conducts an annual financial audit.

Q Who receives services funded by United Way Ozarks Region?

A Last year, thousands of local families benefited from donations to United Way Ozarks Region's Community Investment Fund. That includes your neighbors and coworkers with children who attend afterschool programs, along with adults and children who received tutoring and coaching. Affordable mental health care, shelter from domestic violence and skills to build a sound financial future also were shared across our community of 14 counties. United Way leverages connections with top-quality nonprofits to deliver what our community needs.

SHARE YOUR UNITED WAY STORY



Scan & share your story with us!



Why is United Way important to you? Are you a long-time donor and/or volunteer? Have you or someone you love been impacted by our work? We want to hear from YOU. Tell us how United Way Ozarks Region has impacted you, your organization, or your community and why it's important to keep supporting our mission. **Your words. Your why. Because United is the Way.**



**Host special events for your campaign.
Have fun & get everyone involved!
Offer incentives to boost employee
morale and campaign success.**

NEW EASYTEESY BY CREATOR DESIGNS

Work directly with Creator Designs to create your own online store selling custom-designed apparel and promotional items to support your campaign.

PAID TIME OFF

Offer a few hours of paid time off for employees who give at a certain level! Organizations can set the parameters that work best for them.

CELEBRATE 100% PARTICIPATION

Set a goal of 100% participation and host a company-wide celebration or close the office for a day if you meet it. Employees will find fulfillment in working toward this goal together!

NEW UWO & COMPANY SWAG

Reward employees with special co-branded UWO & company swag! Team members can be proud community ambassadors for their company and United Way!

FLOCKING FUNDRAISER

Prank your team with a load of rubber ducks! Once a co-worker is "flocked," they can make a donation to move the "flock" along. United Way has everything you need to run this FUNdraiser!

FOOD TRUCK FUNDRAISER

Brockrito will set up shop at your business and donate 10% of sales back to your United Way workplace campaign! It's a win-win! Contact your United Way account manager to schedule a date.



DONOR RECOGNITION

At United Way, we celebrate fundraising leaders committed to creating lasting, positive change in the Ozarks.

INDIVIDUAL GIVING RECOGNITION LEVELS

\$10,000+

Alexis de Tocqueville Society

\$5,000 - \$9,999

Community Visionary

\$2,500 - \$4,999

Community Champion

\$1,000 - \$2,499

Community Owner

\$500 - \$999

Emerging Community Owner



TIPS FOR INCREASED GIVING

Recruit donations from:

- New hires
- Current employees
- Retirees

Offer rollovers for payroll contributors

- Save time, no annual paperwork for donors
- Employees can continue their gift or make changes
- Offer incentives for increased giving

INVITE ALL EMPLOYEES AND RETIREES TO PARTICIPATE



IMPACT & ECM SPOTLIGHT AWARDS

IMPACT AWARDS

Community Catalyst Award

Awarded to a United Way Ozarks Region partner agency driving meaningful change through bold collaboration and innovative solutions. They exemplify what it means to put compassion into action while aligning with UWO's core values.

Corporate Change-Maker Award

Awarded to an organization that goes beyond the workplace campaign to foster a culture of generosity, inclusion, and civic responsibility. They educate employees about community needs, champion year-round engagement, and mobilize them to create real solutions through giving and service.

Heart of United Way Award

Awarded to an individual whose passion and commitment to United Way Ozarks Region are unmatched. They lead with heart, serve with humility, and consistently ask, "How can I help?" Their volunteerism leaves a legacy of compassion and connection in our community.

United in Action Award

Awarded to the company who rallied the largest team of volunteers from their workplace to serve on Day of Caring. Their leadership and coordination helped mobilize a powerful force for good, demonstrating the impact that happens when people come together to serve their community with heart and purpose.

ECM SPOTLIGHT AWARDS

Revitalization Award

Awarded to an ECM that breathed new life into their United Way campaign-reigniting passion, re-engaging employees or making a powerful return after a period of inactivity. Their fresh energy and renewed commitment inspired meaningful momentum and deeper community connection.

Rising Star Award

Presented to a first-time ECM that made a big splash. Whether through strong participation, creative events, or community spirit, they set a powerful foundation for future success.

Most Creative Campaign Event

For the ECM who thought creatively and created a campaign event that was fun, engaging and brought people together in a new way.

Award winners are recognized during our annual
Campaign Celebration event



MEET THE TEAM!



We are here to help your workplace campaign run smoothly and successfully!



JANELLE MITCHELL

Vice President of Development
Phone: 417-863-7700 ext. 259
Email: jmitchell@uwozarks.org



TRANNA SHAUGHNESSY

Director of Development
Phone: 417-863-7700 ext. 230
Email: tshaughnessy@uwozarks.org



BRANDI VANANTWERP

President/CEO
Phone: 417-863-7700 ext. 223
Email: bvanantwerp@uwozarks.org



BRANDON JENSON

Director of Development & Labor Relations
Phone: 417-863-7700 ext. 243
Email: bjenson@uwozarks.org

For promotional materials,
graphics, & digital tools



ADDIE FERBER

Director of Communication & Events
Phone: 417-863-7700 ext. 227
Email: aferber@uwozarks.org

CAMPAIGN CHECKLIST

TIP: Campaigns should be run anytime between September - November. All pledges & reports must be submitted to your United Way account manager by mid-December so payroll deductions can begin on January 1.

✓ Plan your campaign

	Target Date
Review your online campaign toolkit.	
Meet with your United Way account manager to review last year's campaign, determine opportunities, navigate challenges and discuss strategies.	
Recruit a co-employee campaign manager or planning committee (optional).	
Set a goal, determine incentives for giving and brainstorm special events. Meet with your organization's leadership to get their personal endorsement.	
Send a note from your organization's leadership to all employees endorsing and announcing the upcoming campaign.	
Promote your campaign! Get your team excited about your fundraising goal and distribute your calendar of events.	

✓ Execute your campaign

	Target Date
Host a kickoff event. Invite your United Way account manager to present impact stories. Share why you support United Way. Consider inviting retirees to this event.	
Find a creative way to recognize your leadership donors (\$500+). You can request a list of leadership donors from your United Way account manager.	
Make sure every employee has the opportunity to give. Provide them all with a paper pledge form, a link to your online pledge form and/or communication to rollover their pledge from last year.	
Throughout your campaign, host special events. Lunch and learn, chili cookoffs and cornhole contests are fun activities. The United Way team is available to help with these and provide ideas.	
Throughout the campaign, share your progress and participation on social media! Tag us @uwozarks. Take advantage of your campaign toolkit to promote and communicate internally.	

✓ Finalize your campaign

	Target Date
Collect pledges, submit final report spreadsheets to your United Way account manager.	
Review campaign results with your committee members and your United Way account manager. Announce results to all employees.	
Thank all donors with a celebration event and a letter/email from your organization's leadership.	



USE OUR WORKPLACE CAMPAIGN TOOLKIT!



UNITED IS THE WAY.

UWOZARKS.ORG | 417-863-7700



UNITED WAY
Ozarks Region