

LOCAL COMPANIES IMPACTING LOCAL LIVES.

United
Way



United Way of the CSRA

LOANED PROFESSIONAL PROGRAM

Dear Community Champion:

Each year, organizations throughout our community lend their best and brightest employees to United Way of the CSRA. These Loaned Professionals (LPs) work as full-time ambassadors during our annual campaign by developing and implementing workplace campaigns.

The Loaned Professional program gives your company high visibility within the community, provides a significant career enrichment opportunity for the loaned employee, minimizes fundraising expenses and impacts thousands of lives each year. You can make an investment in your employees and your community and reap the many benefits.

Thank you in advance for your continued support and consideration of this request.

Sincerely,

La Verne H. Gold
President / CEO
United Way of the CSRA

THANK YOU!

FOR GETTING INVOLVED. CHANGING LIVES. LIVING UNITED.

@UnitedWayCSRA #LiveUnitedCSRA #UWCSRA

COMPANY COMMITMENT

- Loan an employee to United Way of the CSRA from August 13 through November 9, 2018.
- Relieve your employee's normal job responsibilities during his/her time with United Way.
- Continue to pay your employee's salary and benefits during this period while they report to United Way for work each day.

FINANCIAL SPONSORSHIP

Some companies are unable to loan an employee but choose to provide financial sponsorship. By providing a sponsorship, you will enable United Way to hire a temporary employee during this 13 week period.

Sponsoring a Loaned Professional also sends a powerful message about your organization's deep commitment to the community. Read additional benefits on the back.

PARTNER WITH UNITED WAY

Join our corporate partners who have supported the United Way Loaned Professional Program in recent years.



OUR LOANED PROFESSIONAL PROGRAM OFFERS MANY BENEFITS

TO THE SPONSORING COMPANY

- Recognition as a leader in improving our community
- Increased employee leadership and advanced professional skills
- Representation for your company throughout the community as your Loaned Professional networks with hundreds of companies and community leaders

TO THE LOANED EMPLOYEE

- Returns to their company with increased communication, public speaking, project and time management, and leadership skills
- Works closely with key community leaders
- Increases awareness of community needs and resources

TO THE COMMUNITY

- Increased public awareness and support for community needs
- Improved fundraising results with lower campaign and overhead costs
- More dollars for those most in need
- Creates civic leadership

“United Way of the CSRA opened my eyes to a whole new world of charitable giving. I got the chance to see up close how they respond to the needs of our community. Now, I can share those success stories and relay to others how important it is to support their efforts. They match the needs and the resources for individuals, and what an impact that is making in the CSRA! I love to LIVE UNITED, and it is heart-warming to know that United Way and their agencies are there when and if you need them.”

Bonita Jenkins, Military Navigator at Augusta Technical College.

“I have been a Loaned Professional for United Way for many years. It is a Win for the Company that loans the individual as it is a definite career development position. As an LP, my speaking, analytical, and leadership skills were enhanced. The training and experience is invaluable to the LP's company. Being an LP is a Win for the individual as the position gives one an opportunity to interface with companies of all sizes in many different areas of service. Finally, being an LP is a Win for United Way. The LP position is a volunteer position that provides extra help when the demands of the Campaign are at their peak. The Opportunity to provide an individual as a Loaned Professional to United Way is an investment that has a great return for both the Company and the individual.”

Larry Laughlin, Retiree

**CULTIVATE
TALENT
DEVELOP
EXPERTISE
RAISE VISIBILITY**

TO SPONSOR A LOANED PROFESSIONAL

For more information or to partner with United Way of the CSRA in the Loaned Professional Program, contact:

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United Way of the CSRA

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TAKE ACTION. CHANGE A LIFE.