

# COMMUNITY

*United Today. Stronger Tomorrow.*

## United Way of the Midlands' Community Ambassador Program

The Community Ambassadors (CA) program brings individuals from across the community together to support United Way of the Midlands' (UWM) fundraising campaign – a community-wide effort that **raises millions of dollars** and engages approximately **600 organizations** each year.

Community Ambassadors work at UWM full time from mid-August to mid-November during the annual campaign. They extend the reach of the fundraising team, ensuring thousands of people have the opportunity to engage with UWM and the community.

### Professional Development Opportunities

Community Ambassadors gain valuable community engagement and professional development skills during their time at UWM:

- Public speaking
- Fundraising and sales experience
- Account management
- Customer Relations Management (CRM) software
- Knowledge of community needs

### Community Ambassador Impact

Each year, Community Ambassadors collectively **raise \$1 million** or more during the UWM campaign. These funds are invested in local nonprofit programs that work together to form a circle of support for people who are struggling. When our neighbors have access to basic needs, education and financial stability supports, they can address multiple problems at once and regain stability during difficult times.



*"It has been amazing to see firsthand the real change that happens when people come together to advocate for their neighbors. I am endlessly grateful for this experience and for the skills and knowledge I have gained here."*

*- Hannah Howard*



*"I am very appreciative to OPPD for giving me the opportunity to participate in the Community Ambassador program! The opportunity to reconnect with our community has been one of the most enriching experiences for me personally and professionally!"*

*-Berta Ackerson*



*"Joining the UWM team, I immediately found myself immersed in a group of like-minded individuals – people who have a passion for service, collaboration and action. During my time as a CA, I've learned so much from this group of people; I've learned how to speak in front of crowds in a manner that is passionate and persuasive, to conduct research in a workplace setting and to cultivate relationships with stakeholders. I know I will utilize these skills throughout my professional career."*

*- Skyler Dykes*



## In 2021, the CA's raised \$1.6 million which provided:



**420,000 meals** to individuals



**2,650 clients** were able to improve their mental or physical health



**711 adults** obtained a job or increased their income



**535 students** improved their attendance



**100 people** received credit reports so they could improve their finances



**2,700 students** improved their behavior thanks to mentoring relationships



**1,465 people** received training so they can better manage their finances



**8,000 miles of transportation** to veterans so they could get to work, job interviews, doctor's visits and other vital appointments



**464 young adults** received help finding or enrolling in job readiness, skill training or employment opportunities



**54,000 shelter nights** to individuals experiencing homelessness or housing instability

## How to Support the Community Ambassador Program

### Sponsor a Community Ambassador

By providing a \$10,250 sponsorship, you make it possible for UWM to hire one Community Ambassador during the campaign.

### Loan a Community Ambassador

In lieu of a sponsorship, companies can also loan an employee to UWM to serve as a Community Ambassador.

Employee Name: \_\_\_\_\_

As a sponsor of the Community Ambassador Program, you will be recognized on social media, on the UWM website in a blog post welcoming the incoming Community Ambassadors, in a press release and at the Annual Meeting.

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NAME(S) (AS IT SHOULD APPEAR ON ALL EVENT MATERIALS)

\_\_\_\_\_  
CONTACT NAME/TITLE

\_\_\_\_\_  
ADDRESS

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CITY

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STATE

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PHONE

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EMAIL

Join great organizations like:

**SCHEELS**



*in supporting us.*

For more information or if interested, please reach out to Donor Engagement at [de@uwmidlands.org](mailto:de@uwmidlands.org).