

The Business of Belonging

What Connected Companies
Do Differently





**It's more than community service.
It's how companies build stronger teams and
stronger communities.**



UNITED WAY
of the Midlands

Employee engagement, community investment and business performance are no longer separate conversations.

**They are deeply connected.
And the most effective leaders are already leaning in.**

How can you design effective community engagement strategies that are both meaningful and manageable?

Companies with highly engaged employees outperform their peers by

147%

91%

say volunteering with UWM has had a positive impact on work experience and connection to their employer

Sources:

*Gallup State of the American Workplace Report
Annual UWM Volunteerism Survey*



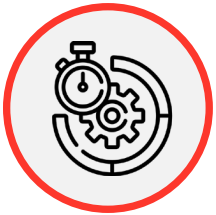
Integrated Impact

Replacing one-day events with sustained, visible outcomes



Local Focus

Investing where you live and work creates impact that feels personal, relevant and immediate



Flexible Volunteering

Offering volunteer time off and on-site projects make volunteering more accessible



Leadership Involvement

Executives who step up as visible champions of community

Engaging employees with purpose combines culture, team dynamics and business performance.

ALIGNMENT

What activities align with what our employees care about most?

CONVENIENCE

How can we make it easy, meaningful and inclusive across departments or locations?

CONNECT

What experiences help employees build stronger relationships and work better together across teams?

INSPIRE

How can we measure and communicate our impact in ways that inspire pride and commitment?

Practical ideas



Sponsor turnkey events with multiple options for involvement



Offer paid volunteer hours or match employee volunteer time with a financial gift



Feature employee impact stories or recognize outstanding engagement



Making a difference where you live and work.

Through local hiring, nonprofit partnerships and sustained investment, companies of all sizes are creating measurable results across the metro around the issues that they care about most.



WERNER: DRIVING IMPACT BEYOND THE WORKPLACE



Through employee giving, hands-on volunteerism through it's Blue Brigade, and the in-kind use of its trucks, **Werner** helps deliver critical support—like transporting food during Scouting for Food.

GOOSMAN LAW: BUILDING COMMUNITY THROUGH VOLUNTEERISM



Goosman Law maximizes impact by co-hosting Good on the Go events—partnering with other companies to boost volunteerism, share resources, and build new connections.

COMMUNITY IMPACT WHERE IT MATTERS MOST

WOODMEN LIFE: BRINGING CORPORATE VALUES TO LIFE



Woodmen Life integrates United Way into its broader strategy for employee engagement and community impact—through campaign giving, regular hands-on volunteerism, and sponsorships.

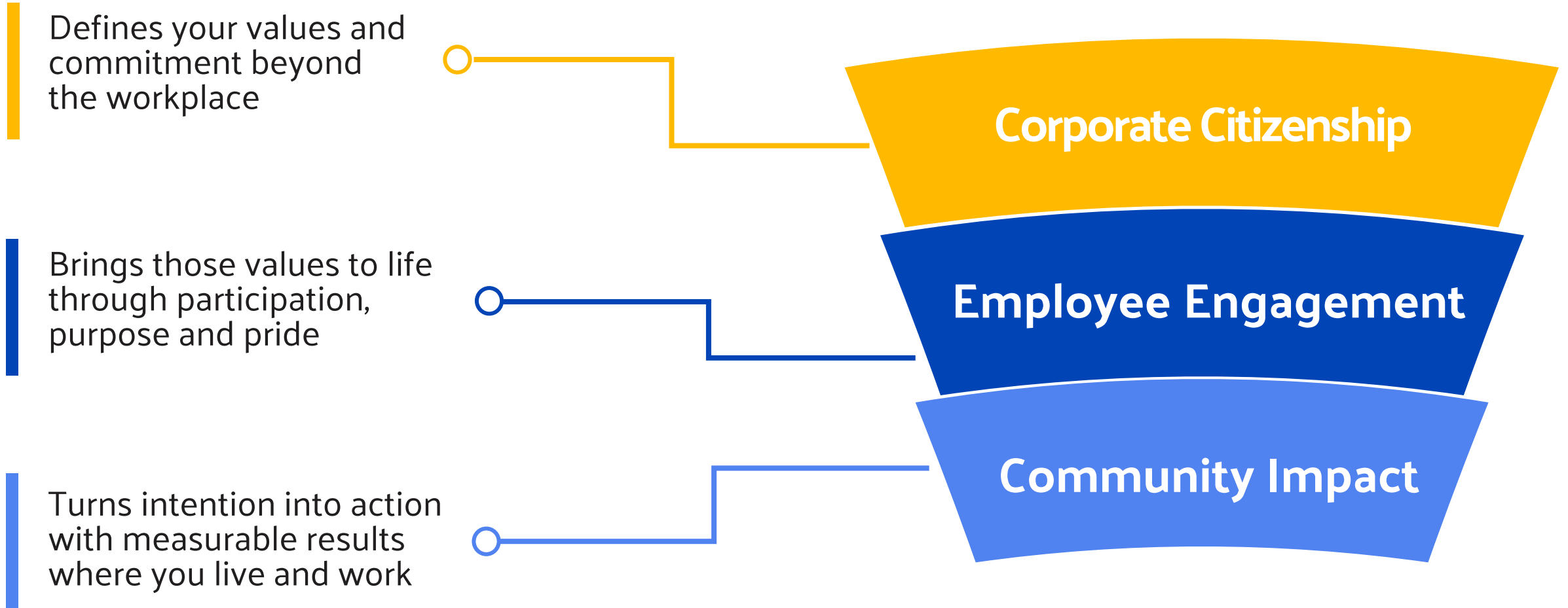
Employees are lending their time, talent and heart to build a stronger community.

LIBERTY PACKAGING: MAKING A DIFFERENCE BEHIND THE SCENES



By donating boxes used to transport volunteer kits, **Liberty Packaging** helps make Good on the Go, Shine Bright and other initiatives possible—turning a generous in-kind gift into community-wide impact.

PUTTING IT ALL TOGETHER



You don't have to do it all alone. And with the right partner, you'll go further.

Corporate philanthropy shouldn't be another task on your team's plate.

By aligning with a trusted community organization, you gain:

- A partner that understands local needs and how to match them with your goals
- Support with campaign planning, logistics and impact reporting
- Access to meaningful volunteer opportunities that fit your workforce
- Brand alignment and endorsement from a respected organization that employees and the community already believes in

WE MAKE IT EASY TO GIVE BACK

**100+ Years of Trusted and Local
Community Leadership**

Custom & Turnkey Engagement Support

Year-Round Visibility

Flexible Giving Options



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Collaboration with United Way of the Midlands empowers your team to support causes they care about, strengthens your impact in the community and elevates your brand as a trusted, engaged leader.

Ready to lead with purpose? We're here to help you get started.





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