

UNITED WAY OF LARIMER COUNTY COORDINATOR NEWSFLASH

October 2011

YOUR MONTHLY COORDINATOR UPDATE

United Way of Larimer County shifts focus and goals

In recent years, United Way of Larimer County has undergone dramatic shifts in how it works to serve our community. The historic “community chest” with a broad charitable mission has transformed into a change agent focused more on Community Impact. We will continue to direct donations to nonprofit programs throughout Larimer County, but will do so in a more concentrated manner, designed to have a more significant, long-term impact on our community to help reach the goal of cutting poverty in half in Larimer County by 2025.

We are focusing all of our energies on the three building blocks to reach this goal:

Education: Helping Children Succeed

Income: Creating Financial Stability

Health: Meeting Basic Needs for All

The idea being that when every person has his or her basic needs met, we create a more stable community for everyone. And, when families and individuals have enough income, they can thrive. When children enter school ready to learn, and finish high school, they are prepared to succeed in college, work and life.



While United Way of Larimer County continues the work we’ve been doing for 53 years, this year there are two goals – a fundraising goal and an impact goal. The 2011-2012 fundraising goal is \$8 million, a 10 percent increase over dollars raised last year from individual donors, corporate gifts, workplace fundraising campaigns, and leveraged dollars and grants. The contributions are vital to the work of United Way and to the organization’s impact goal - to cut poverty in half in Larimer County by 2025.

As a Campaign Coordinator, you play a vital role in helping us reach these goals. Thank you for your continued support of United Way of Larimer County.

www.uwaylc.org

Corporate Campaign Challenge

For the first time in United Way of Larimer County history, two of the most successful campaigns are competing in a corporate challenge. Intel and The Group, Inc. have challenged each other to increase employee participation during their annual United Way giving campaigns.

Both companies will host their own activities to increase employee participation throughout their individual campaigns. On October 28, employees from both campaigns will come together at Intel for a combined competition. Employees will compete against each other in various activities including a golf simulator, ping pong, chess and much more!

The winner of the corporate challenge will not only get bragging rights, but a traveling trophy that will be displayed at the winner’s business for one year. May the best campaign win!



Happy Halloween!

Are you looking for more creative ways to engage your employees in your United Way campaign? Check out some of these Halloween themed activities!

- Pumpkin Carving Competition
- Best Costume Award
- Pumpkin Pie Eating Contest
- Halloween Bake Sale
- Pumpkin Sale
- Office Decorating Contest



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