



## OUR MISSION

To improve lives by mobilizing the caring power of our community.



## OUR VISION

A community that works together to make life better for everyone.



## WHAT WE DO

United Way of Norman fights for better education, financial stability, and health for every person in our community.

When you give to the United Way, you change lives. You ensure that abused children can get help, people with addiction and mental health issues receive services, senior adults can get a hot meal, and so much more.

In 2021 we funded 26 partner agencies that provide 36 programs in the Norman area. The United Way also offers services to the community through programs and community initiatives like Stuff the Bus, Student United Way LEAD, and ENGAGE and assists with the VITA tax program. In addition, Day of Caring is one of Norman's most significant community service initiatives.

We served 61,123 people last year through donations, and the need grows larger each year.



## EDUCATION

Improving the academic achievement and success of at-risk children.



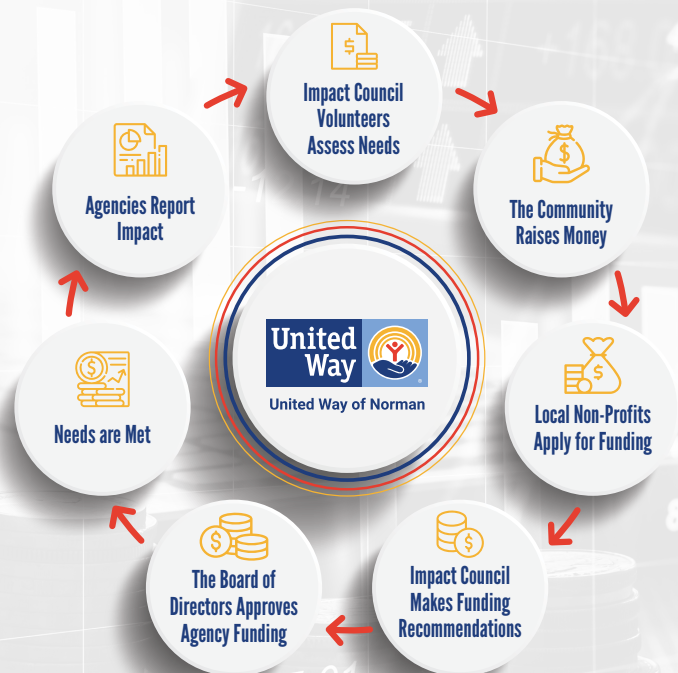
## FINANCIAL STABILITY

Improving financial education and independence among people with low incomes.



## HEALTH

Ensuring that all children and adults are mentally and physically healthy and in a safe environment. Improving the quality of life for seniors and those with disabilities.



# HOW BUSINESSES AND COMMUNITY LEADERS LIKE YOU CAN HELP



## BECOME A COMMUNITY PARTNER

When you partner with United Way of Norman, you create opportunities to engage your employees more deeply in their communities. You activate the process of permanent, positive change. And you connect your brand to a unique, trusted nonprofit that's enlisting thousands in our community to make it the best it can be.



## EVEN BETTER, BECOME A PACESETTER COMPANY

Pacesetters lead the way! Each year, a select group of high-performance businesses takes on the challenge to jump-start our annual campaign. These organizations set the standard for leadership and community support by locking in their increased campaign donations during the summer months.

As a bonus, you will receive:



Recognized at the Pacesetter kickoff



Website recognition



Recognized on social media



Four Live United t-shirts

## HOST A WORKPLACE DRIVE

When you partner with United Way of Norman, you create opportunities to engage your employees in the community. You activate the process of positive change. Workplace drives are a significant factor in meeting our goal, and you help make it a reality. You may even sponsor a matching gift to double the charitable contribution.



It's easy to host a drive. We schedule a date for you and your employees. Our staff and campaign chairs speak about the mission of the United Way and how your staff's help is critical to a successful campaign. Employees can donate a one-time or recurring donation or payroll deduction.

We also have plenty of ideas to help you develop fun team-building activities and serve your community and tools to ensure a successful campaign.

As a bonus, you will receive:



Website recognition



Recognized on social media



Recognized at Celebration



Four Live United t-shirts

## CHANGES IN EMPLOYEE STATUS



Throughout the year, employees come and go. Help United Way stay connected to individuals who were donating to the campaign but have left or retired and provide individuals hired after the workplace drive is underway with the information they need to sign up to give.

## WHY UNITED WAY?



Gifts are tax-deductible



Funds stay local to help your friends and neighbors who need help



Volunteer community members make funding decisions



No gift is too large or too small. Every dollar makes an impact.