

# THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



## 2020-2021 CAMPAIGN PRESENTATION GUIDE

Your step-by-step companion for presenting an effective campaign

### Who are you?

Introduce yourself

- *If you're a Loaned Executive, briefly describe what that is and the company you represent*

### Share:

- **Campaign video:** Highlight the challenges in Miami-Dade and how United Way is addressing them by showing the campaign video
  - If you have more time consider using:
  - **Testimonial speaker:** Introduce [insert name] from [insert place] who'll share how United Way helped them
  - **Personal story:** Share a personal story about someone who was directly impacted by United Way

### Who we are

The world is different now, but our needs are not. For over 95 years, through hurricanes, economic depressions and now a global pandemic, United Way of Miami-Dade has been an enduring force in changing lives and creating a positive impact in our community. Our community of volunteers and advocates are more committed than ever to working with us to build a stronger Miami. It is through our work in education, financial stability and health that we effect change—transforming vulnerability into empowerment, poverty into opportunity and despair into hope.

### Who we fight for

- ALICE—Asset Limited, Income Constrained, Employed—people who work hard every day and are just one emergency away from falling into poverty
- The 2018 report shows that 37% of Miami-Dade households fall into the ALICE category. Another 17% earn less than the Federal Poverty Level. Combined, 54% of Miami-Dade families are barely making ends meet—and that's pre-pandemic data

### Even before COVID-19 in Miami-Dade:

- 20% of children went to bed hungry
- One in seven seniors chose between buying medication, food or paying rent
- One in five youth (ages 13 – 17) needed mental health services

## Recently, due to the crisis:

- 31% reported having trouble paying for bills, food and health insurance
- 600% increase in need for food
- 80% increase in crisis hotline calls requesting food, economic support, and suicide and crisis intervention
- 4 in 10 people worry that COVID-19 is impacting their mental health

## And today, we are challenged like never before.

- So many more in our community are financially impacted due to reduced work hours and wages, layoffs and furloughs
- A prolonged crisis like this is catastrophic, not only for vulnerable families but for the more than 82,000 small businesses who are the backbone of our local economy
- Our United Way is addressing the unprecedented short-term needs in our community, but also continuing to address long-term needs via education, financial stability and health, the building blocks for a good life
- Before this latest challenge was even a reality to our community, more than 475,000 households, including more than 240,000 families with children, were already living in, or on the edge, of poverty

## Our role in Crisis Relief

Time and again, our United Way has played a key role in helping people and communities recover and rebuild after a crisis. Working with our community partners, we offer a variety of services to ensure that those who will be or have been affected by a disaster or crisis get the help they need as quickly and efficiently as possible.

- Operation Helping Hands - a partnership between our United Way, Miami Herald/el Nuevo Herald and others to provide people in Miami an efficient and trusted way to respond to disasters locally and in other parts of the world.
- **We recently launched the Miami Pandemic Response Fund**
  - Collectively we have raised nearly \$3.7 million for relief efforts\*
  - Created the Small Business Assistance Program to help small businesses that may not be eligible for other assistance and are struggling, helping 390 businesses, totaling more than \$794,000 in assistance\*
  - More than 1,783 volunteers have signed up for or completed volunteer opportunities totaling 6,337 volunteer hours\*
  - Provided meals and food packs to over 39,000 families in our community, including Early Head Start-Child Care Partnership program and Miami-Dade County Public Schools families, Mission United veterans and Impact Partner families\*
  - Spearheaded the delivery of 10,200 meals to 1,700 older adults due to closure of senior meal sites/ care centers
  - Gave emergency assistance for rent/mortgage, food and medication for individuals impacted by reduced hours, layoffs and/or furloughs, helping 5,297 individuals with more than \$1.1 million in assistance\*

# 2020-2021 CAMPAIGN PRESENTATION GUIDE (CONTINUED)



- United Way was recently selected by Miami-Dade County to allocate \$20 million in Federal CARES Act relief dollars to continue to help individuals and families with emergency financial assistance. Since initiating CARES Act fund disbursements on August 15, we have distributed more than \$18.3million of Miami-Dade County Cares Act funds to more than 11,900 households, representing emergency relief to over 38,300 adults and children.
- And this is just the beginning. Many in our community needed help before the pandemic became a reality in our city and are now in even greater need. That's why we need your help.

## Why United Way?

- **UNITED WAY DOUBLES THE IMPACT OF YOUR GIVING** - Through matching grants, corporate, in-kind gifts and more, your gift goes further
- **YOUR DOLLARS STAY LOCAL** - Your gift stays in your community
- **YOU'RE IN CONTROL** - Volunteers like you examine the needs in our community and determine the most effective solutions
- **YOU CAN TRUST US** - We adhere to strict governance practices
- **YOUR VOICE MATTERS** - We advocate for policies and programs that support children and families

To change lives, strengthen families and improve our community now and into the future, we will continue to fight for:

- **EDUCATION:** helping children and youth reach their full potential
- **FINANCIAL STABILITY:** helping all families pave a path to financial independence
- **HEALTH:** helping everyone lead full and productive lives
  - This past year we invested:
    - \$3.25 million to connect individuals and families with tools, trainings and opportunities to become financially independent
    - \$16.04 million in early childhood and \$2.44 million in school-age services
    - \$3.37 million to improve access to health, promote healthy lifestyles and help older adults stay well

## Join the fight for a stronger Miami!

- Join your colleagues, friends and neighbors to fight for a stronger Miami. Open your heart and give generously in any of the following ways:
  - Gift card or online giving – review the gift card or refer them to their online giving portal and make sure you specifically ask them to give and be as generous as they can
  - Leadership Circle (send Leadership one pager) – describe the Leadership Circle and that it's a \$1,000 a year commitment. We also have various other levels of Leadership including the Tocqueville Society at \$10,000 a year
  - Fast track – Ability to get to the \$1,000 or any other level through a 3 year step up program. You commit to the Leadership level of your choice and get there in 3 years but receive all of the benefits in the first year

# 2020-2021 CAMPAIGN PRESENTATION GUIDE (CONTINUED)



- Giving communities – all are described in detail in other materials
- LINC (Lead. Impact. Network. Change.) – millennials under 30, gift of \$250 or more
- Young Leaders – 40 and under, gift of \$1,000 or more
- Women United – women, gift of \$1,000 or more
- Tocqueville Society – gift of \$10,000 or more
- Continue United – 55+, gift of \$100 or more

## **THANK YOU FOR FIGHTING FOR A STRONGER MIAMI!**

### *Materials to have available:*

- Campaign brochure
- What we fight for document
- What your money buys one-pager
- Frequently asked questions
- United Way gift card
- Leadership benefits one pager
- Giving communities one pager
- LINC one pager
- Young Leaders one pager
- Women United one pager
- Tocqueville Society one pager
- United Way initiatives one pager
- Services offered brochure
- United Way Annual report
- United Way Center for Excellence in Early Education annual report
- Any additional materials, such as sponsorship brochures, that are appropriate