

United Way Australia



United Way Australia
Level 8, 33 George Street
Sydney NSW 2000
Ph: 02 9321 0300



So who are we?

United Way is a global network that works to bring about positive change, all around the world. Harnessing the ‘caring power’ of our communities, we tackle the root causes of our most pressing social problems.

Annually we raise \$5billion to support local communities in 46 countries, with over \$A10 million raised in Australia.

Through the hard work of over 3000 volunteers who help support 300 grassroots community organisations in Australia, we’re focused on making a real difference to three broad areas in our communities: education, health and income – the building blocks for a good quality life.

We’re not just looking for temporary solutions. We’re looking for permanent change.

United Way galvanises people and organisations who bring the passion, expertise and resources needed to get things done. We invite you to be part of the change. You can give, you can advocate and you can volunteer.

Life lessons

1 in 5 children from low socio-economic backgrounds start school unprepared with the basics to succeed. Through early childhood program. Through early intervention, we help the development of kids’ intellectual, social and emotional skills and parents learn new skills too.

Helping today for tomorrow

More than a third of all school-leavers aged 15-19 aren’t in further education or employment. We support programs so young people can complete high school and jump into new education or employment opportunities.

Health remedy that works

85% of Sydney residents live with mental illness – either their own, or that of a family-member or friend. We are addressing mental health issues by investing in creative community programs and a national digital platform to help young people understand and cope with mental illness.

No place like home

Every night 22,000 young people in Australia are homeless. We helped bring an end to homelessness for 70 rough sleepers in Sydney CBD, working collaboratively to get them off the streets and into social housing – and ultimately back on their feet.

Creating Community Impact

From schools and businesses, to everyday dealings with our neighbours – we're all part of a community and we naturally form a significant network. And our goal is to make the most of this system. To make sure that every member of a community has the support they need to get the most out of life.

United Way's Community Impact strategy is all about collaboration – building coalitions around common social goals. We are uniquely positioned to make a difference, bringing assets in three critical areas:

1. We have national and local networks with demonstrated success in mobilising communities to change lives.
2. We have access to a diverse range of national, state and local partners with knowledge, expertise, resources and tools for change.
3. We nurture our public engagement capacity, connecting with individuals, communities, organisations and institutions to make things happen. United Way Australia has an established network of volunteers and the support of community and business leaders – all who are rolling up their sleeves for change.

What can we do for you?

United Way Programs can engage your employees in 3 key ways - supporters can Give, Advocate and Volunteer.

Making Giving Simple

Our unique United eWay online workplace giving tool easily enables donations by staff to the community on an ongoing or one-off basis. It's also a great way to coordinate, communicate and easily facilitate any fundraising initiatives.

Give

We can provide you with a best-practice, end-to-end Workplace Giving (WPG) program that is simple, efficient and effective.

You will have access to focused Workplace Giving campaign packs to easily and effectively engage your staff in your community program (see www.unitedway.org.au/oneday for recent Education campaign video material.) Taking a focused giving approach has proven to deliver stronger employee engagement across Workplace Giving programs. Focusing on Education, Income, Health and Homelessness and a limited range of community organisations that help deliver outcomes, promotes a stronger sense of collective action among employees. It also allows for more targeted and effective employee communications.

These Workplace Giving campaigns provide opportunities for staff to better understand local needs across Education, Income, Health and Homelessness – what they can do and why it's important – as well as how their contribution will have a direct impact in the community. We have also found through experience that if your organisation sets the example of community commitment by matching your employee donations, your staff are more likely to contribute.

United Way also offers corporate partners the opportunity to participate in our annual gift appeals e.g. our Christmas appeal where staff can engage by purchasing a gift online or in person and by making a one off or ongoing financial donation.



Volunteer

A busy year

In 2010 we had over 3000 volunteers around Australia helping over 300 grass root organisations to continue to enhance their work, helping those in need throughout our local communities.

United Way offers corporations and their employees 3 levels of volunteering engagement opportunity that raise awareness of community conditions and mobilise resources to improve people's lives:

- Strategic Volunteering – individuals using their knowledge, contacts, skills, talents and passion to contribute to a specific strategic Community Impact coalition
- Engagement Volunteering – individuals using their time, skills and talents to take part in closer engagement opportunities across Income, Education, Health and Homelessness e.g. mentoring and coaching
- Team Volunteering – teams of up to 20 people donating their time and enthusiasm to a fully managed volunteering Corporate Connect® day offering an identified and needs based project e.g. activities like a backyard blitz or community barbeque

As a way of educating and connecting new partners with Community Impact need we also run 2 hour community partner visits called Seeing is Believings®



Advocate

Our experience tells us that the best fundraising results come from peer-to-peer engagement. United Way Australia can assist you to formalise a champion network aimed to engage your employees. This network would also be provided with the opportunity to visit the local communities and with projects funded, to gain first hand insights in to the local needs and issues.

Other ways for advocates to spread the word and increase Community Impact reach:

United Way Australia blog – www.unitedway.com.au

Twitter – [unitedwayaus](https://twitter.com/unitedwayaus)

Facebook – [United Way Australia](https://www.facebook.com/UnitedWayAustralia)



For further information please
contact

Doug Taylor
CEO, United Way Australia
P: 02 9321 0300