

Empower your employees to be ...

The Hand Raisers



The Game Changers



The Moment Makers



ENGAGEMENT

Doing good is good for business. Your employees are your most valuable assets. When they're involved in your company's charitable efforts, they're more productive, engaged and invested.

Partner with United Way to increase employee engagement and satisfaction through:

- **Connecting employees with their community**
- **Planning and management of workplace or cause-related campaigns, including annual and anytime campaigns, pledge processing and/or special event planning and coordination**
- **Year-round, customizable volunteer opportunities with a variety of sizes, duration, skill-level and locations**
- **Convening nonprofit and community partners for in-depth looks into community issues**
- **Sponsorship and participation opportunities at annual Days of Action and other events**
- **Affinity group involvement**
- **Connecting with business and employee resource groups**

INNOVATION



Today's employees are socially conscious and more engaged than ever with their communities and the world at large. That's why Salesforce.org and United Way have partnered to create the next-generation employee engagement and philanthropy platform. We'll help you connect every employee to the causes they are most passionate about and empower them to change the world.

Salesforce.org Philanthropy Cloud will extend your reach by:

- **Helping you engage employees in philanthropic endeavors that match their passion and interests**
- **Track and quantify company and employee community impact through volunteering and giving**
- **Use data to enhance brand reputation by showing all the good that you and your employees are doing**
- **Attract and retain top talent and deliver a greater impact on your community and the world**



Average employee turnover in the U.S. is 28 percent. When employers offer volunteer opportunities to their employees, that rate drops to 18 percent. When employers offer volunteer opportunities and giving opportunities, it drops to 12 percent.

Source: Reputation Institute

VALUE

United Way of Greater Nashville is working to create a community where every person has an equal chance at a bright future.

We bring individuals, businesses, nonprofits and government decision makers together to have the tough conversations, mobilize the resources and make the smart investments that will attack multi-generational poverty at its roots, so that every person and every family in our community thrives.

Our goal is to help our partners develop and execute people-centered, compassionate corporate social responsibility and community investment programs.

Benefits of partnering with United Way:

- **Power to convene**
- **Network of community partners**
- **Knowledge of local issues**
- **Access to international United Way network with local staff support**
- **Efficient due diligence of agencies**

89 percent of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those that do not.

Source: Deloitte Volunteerism Survey

IMPACT



Meeting Our Neighbors' Basic Needs

Together, we are ensuring all of our families have a stable place to call home, food to eat and the support they need in times of crisis; and providing coordinated, wrap-around services to stabilize our families and avoid future crisis.



Breaking the Cycle of Poverty

Together, we are giving everyone in our community a chance at a better life by providing access to free financial counseling services to build assets and increase financial reserves; making sure our young people graduate; offering continuing education and job training so people can get higher paying jobs; and setting people on the path to financial independence.



Giving Kids an Equal Chance

Together, we are ensuring that every child in our community enters kindergarten ready to learn, has the support they need to develop crucial reading skills for success and receives essential social and emotional support from preschool to graduation.



Building Strong, Healthy Communities

Together, we are helping people access quality health care, assisting those suffering from mental health issues and chronic disease, and bringing people together to make connections and build strong, supportive communities.

Top Corporate Partners

Bridgestone Americas Holdings, Inc.
Caterpillar Financial Services Corporation
CoreCivic
HCA Healthcare
Ingram Industries

Publix Super Markets Charities
PwC
Rogers Group, Inc.
Tractor Supply Company
UPS

Will you join us?

To learn more about partnering with United Way of Greater Nashville,
contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.

United Way of Greater Nashville
Serving Cheatham, Davidson, Dickson, Hickman, Robertson and Williamson counties

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