

INSPIRE YOUR EMPLOYEES TO BECOME
CHANGE-MAKERS IN THEIR COMMUNITY.



United Way
of Greater Nashville

WHO WE ARE

United Way of Greater Nashville is working to create a community where every person has an equal chance at a bright future. We unite individuals, businesses, government leaders and over 150 nonprofits to address the root causes of multigenerational poverty through dialogue, resource mobilization and strategic investments. Our aim is to support partners in creating and implementing people-focused, compassionate corporate social responsibility and community investment initiatives.



IMPACT

MEETING OUR NEIGHBORS' BASIC NEEDS

In Tennessee, one in seven families doesn't know where they'll find their next meal. We are here ensuring all families have a stable place to call home, food to eat and the support they need in times of crisis. And we're providing coordinated, wrap-around services to stabilize our families and avoid future crises.

BREAKING THE CYCLE OF POVERTY

One fifth of our neighbors are living in poverty and 30 percent of those are children. We are here providing access to free financial counseling services, making sure 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.

HELPING ALL KIDS LEARN AND SUCCEED

Three out of four of Nashville's third graders are not reading on grade level, leaving them more likely to drop out in later years. We are here 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

Roughly 10% of our population is uninsured. We are here 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.

YOUR DOLLARS AT WORK: RITA'S STORY

Rita is legally blind.
A few years ago, she lost her vision and the ability to drive.



"You can feel very isolated once you can't get in that car and go any time you want," she says. "You just can't call on family that often and interrupt their lives to get you where you need to go."

After her diagnosis, Rita had a pinched nerve and needed treatment. But without the ability to drive, getting to the doctor was challenging. A neighbor recommended Senior Ride Nashville, a United Way partner agency that relies on volunteers to provide transportation to older adults. Rita was accepted into the program and for months used Senior Ride twice a week to get to the doctor.

"I don't know what I would have done without them. To have the opportunity to get to the doctor, the grocery store, the pharmacist ... shopping even. It's helped me so much in many ways."

70% of employee donors say it is "imperative" or "very important" to work for an employer where mission and values align.

Source: America's Charities Snapshot Employee Donor Research

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.

UNITED WE WIN

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 levels 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

IN GOOD COMPANY

Thanks to our generous corporate partners, we're creating a better, brighter community for all who live and work here.

3M	Boston Consulting	Corp.	First Financial Bank
A.O. Smith	Brasfield & Gorrie	CoreCivic	First Horizon Bank
Adult Literacy Council	Bridgestone Americas	Costco Wholesale	Fortera Credit Union
Ajax Turner Senior Citizen Center	Brown Brothers Harriman	Crisis 2-1-1	Franklin Special School District
Al Neyer, LLC	Budweiser of Clarksville	Cumberland Electric	Freeman Webb Co. Realtors
Aladdin Industries Inc.	Cadence Bank	Cummins/Atmus	Ft. Campbell Armed Services YMCA
Altra Credit Union	Caterpillar Financial Services Corporation	Deloitte	
American Red Cross	CBIZ	Delta Dental Plan of TN	General Motors Corporation
American Snuff	CEMC	Diversicare	Genesco
Andrews Transportation	CGS	Dollar General Corporation	Gresham Smith
APSU/TBR Charitable Campaign	City National Bank	Drees Homes	Gus Mayer
Argent Trust Company	City of Brentwood	Earl Swensson Associates	HCA Healthcare
Ascend Federal Credit Union	City of Clarksville	Economic Development Council	Hendrickson Trailer Supply
AT&T	City of Franklin	Edwin Raskin Company	Ingram
Atmos Energy	City of Springfield	Egyptian Lacquer	ITW
Bank of America	Civil Constructors Inc.	Elliott Davis	Jack B. Turner & Associates
Bank of Tennessee	Clarksville Academy	Enbridge	Jackson National
Bass, Berry & Sims	CMCSS	Enterprise Rent-A-Car	Jenkins & Wynne
Belmont University	Combined Federal Campaign	EY	Journal Communications
Best Buy	Comcast Cable	F&M Bank	KraftCPAs PLLC
Bethesda Community Mission (Houston)	Commerce Bank	Faith Technologies	Kroger Regional Accounting Service Center
Big Brothers Big Sisters	Commercial Insurance Associates	Farmers Bank	LBMC
Blevins, Inc.	Community Action Agency	Federal Express	Legal Aid Society
BMO	Community Health Systems	Federal Reserve Bank	Legends Bank
Border State Electric	Convention and Visitors	Fifth Third Bank	
		First Farmers & Merchants Bank	

LifePoint Health	Pitney Bowes	Synovus
Lipscomb University	Planters Bank	Target Corporation
Lockton Companies	PNC	Tennessee Board of Regents
Manna Cafe Ministries	Premier Medical	Tennessee Hospital Association
Messer Construction	PricewaterhouseCoopers	Tennova Healthcare
Metro Government	Procter & Gamble	The General Insurance
Metropolitan School System	Profit Stars	Tractor Supply Company
Mid Cumberland HRA	Progressive Directions	Trane
Middle Tennessee Electric	Publix Supermarkets	TransCor
Middle TN State University	PYA	Travelers
Mid-South Wire	QT	Trexis Insurance Corporation
MidTenn Alarm	QuikTrip	Truist
Miller Electric	Raymond James	Truxton Trust
Montgomery County	Regions Bank	United Methodist Publishing House
MTSU Foundation	Republic Bank	United Methodist Urban Ministries
Nashville Electric Service	Rockwell Automation Int'l Holdings	United Way Greater Clarksville Region
Nationwide Mutual Insurance Company	Rogers Group, Inc.	United Way of Greater Nashville
Nissan North America	Saint Thomas Health Services	UPS
North Highland	Sherrard Roe Voigt & Harbison PLC	US Bank
Northwestern Mutual Life	Simmons Bank	Valutec Card Solutions
Nurses for Newborns of Tennessee	Southeast Financial Credit Union	Vanderbilt University
OnLife Health	SSOE, Inc.	Vulcan Materials Company
Operation Stand Down TN	State Auto Mutual Insurance Co.	Waller
Pathward	State of Tennessee Main	Ware Malcomb
Paychex	State Volunteer Mutual Insurance Co.	Wex
PICA	Stone, Rudolph & Henry	Williamson County Schools
Piedmont Natural Gas	StrategyCorps	



“ I’ve had the opportunity to attend recruiting events on college campuses and interviewed external candidates from all over (both college graduates and experienced professionals). Many recruits inquire about Cat Financial’s involvement in the community and opportunities to get involved. I am able to share information on our annual United Way campaign, the level of involvement from our senior leaders and the amount of fun we incorporate while giving back to the community. – Christy Armstrong, 2019 Cat Financial Campaign Chair ”

End of Year Campaign Match Sponsor

The End of Year Campaign Match Sponsor, agrees to contribute \$10k to be used as a matching gift for donations collected within the established time frame of November 18 to December 31, 2024. This initiative will incite urgency around charitable giving in tangent with the year-end deadline for qualified tax deductions. As our Campaign Match Sponsor, your generosity will encourage donors in our community to increased giving.

According to research from Double the Donation, 84% of donors report being more likely to give if their donation is matched, and over 30% say they would even increase their contribution. We will be utilizing digital campaigns with an online donation platform for easy pledging and payment options.

Sponsor Benefits:

- Inclusion in our launch press release
- Name and logo on UWGN website listing
- Inclusion in End of Year social posts (Facebook 7.5k followers, Instagram 2.8, X 1.5k , LinkedIn 3.2k followers)
- UWGN newsletter highlight (85k subscribers)
- Annual Report acknowledgement with linked corporate logo

LET’S GET STARTED! HERE’S HOW:

We make running a campaign simple – and rewarding! Your account manager will provide all the knowledge and resources to support you along the way.

Contact Courtney Barlar, Chief Development Officer,
at courtney.barlar@unitedwaygn.org or 615.780.2407.

United Way of Greater Nashville

Serving Cheatham, Davidson, Dickson, Hickman, Houston, Montgomery, Robertson, Stewart and Williamson counties

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