#10

WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) RE

Date: 9/17/15

Weekly Agenda Date: 9/29/15

DEPARTMENT HEAD / CITIZEN: David Gleiser, Rural Economic Dev. Director

SUBJECT: 2015 United Way of Siouxland Employee Contribution Campaign & Corporate Pledge

ACTION REQUIRED:

Approve Ordinance ☐	Approve Resolution ☐	Approve Motion ☐
Give Direction ☒	Other: Informational ☐	Attachments ☐

WORDING FOR AGENDA ITEM: Discussion on 2015 United Way Employee Contribution Campaign and Corporate Pledge

EXECUTIVE SUMMARY: The United Way of Siouxland is holding its Annual Campaign to raise funds for their Community Impact Fund, which provides support services on Education, Income, and Health for families in Siouxland. The Campaign Chair for Woodbury County seeks direction from the Board of Supervisors on resources to assist in the implementation of a County employee contribution program and consideration of a corporate pledge.

BACKGROUND: In previous years the Board of Supervisors have provided $500-$700 for an employee contribution campaign budget. Last year the Board approved $500 and 2 days of paid time off for the employee contribution campaign. Last year Woodbury County employees donated $20,686 in contributions. This was an increase from the previous year in which $18,332 was raised. The Board of Supervisors have never provided a corporate pledge.

FINANCIAL IMPACT: $500 +

RECOMMENDATION: Provide a budget of $700 and 2 days of paid time off for the employee contribution campaign, and provide a $0.25 match for every dollar raised through the employee contribution campaign for the corporate pledge.

ACTION REQUIRED: Give direction to the Campaign Chair on the 2015 United Way Annual Campaign.

Approved by Board of Supervisors March 3, 2015.

Woodbury County

Contacts
Chief Executive Officer
Monson, Mr. Mark

Employee Campaign Manager
Gleiser, David
dgleiser@sioux-city.org

Employee Campaign Manager 2
Norton, Dawn
dnorton@sioux-city.org

620 Douglas St. Rm 106
Sioux City, Iowa 51101
United States

Account#: 44560
Ext. Account: 27451
Unions: No

Business # : (712) 279-6525
FAX Number : (unknown)

Structure Nodes:

Campaign Type	Campaign Account	Structure Node
All	All Campaigns	2016/MAIN/UW Campaign/Major A/Local Government (5866)

Corporate Giving: Year	Pledges	% Chg	# of Empl	Per Capita	Total Giving: Pledges	Total In	% Chg
2016	0	0.0%	418	0.00	0	0	-100.0%
2015	0	0.0%	418	0.00	20,686	20,686	12.84%
2014	0	0.0%	418	0.00	18,332	18,332	-16.4%
2013	0	0.0%	418	0.00	21,929	21,929	18.53%
2012	0	0.0%	418	0.00	18,501	18,501	0.0%

Employee Giving: Year	Pledges	Special Events	S/E and Employee	% Chg	.. # Empl	Of .. Donor	% Part	Avg. Gift	Per Capita
2016	0	0	0	-100.0%	418	0	0.0%	0.00	0.00
2015	20,686	0	20,686	12.84%	418	144	34.45%	143.66	49.49
2014	18,332	0	18,332	-16.4%	418	137	32.78%	133.81	43.86
2013	21,628	301	21,929	18.53%	418	171	40.91%	126.48	51.74
2012	18,501	0	18,501	0.0%	418	156	37.32%	118.60	44.26

Leaders:

Type	2016	%	2015	%	2014	%	2013	%	2012
Total Leaders	0	-100.0%	13	62.5%	8	0.0%	8	-11.11%	9
Leader $	0	-100.0%	6,480	30.5%	4,966	-4.02%	5,174	-4.78%	5,434

Techniques: (none)

Recognition Type/Level	Year	Campaign	Delivery/ Lvl-C Date	Deli. Method/ Auto Assigned	Deli. By/ Event Account	Delivered By/ Occurrence
Giving Cards	2015	United Way Camp		*Unknown No	Hass Lou Ann	75
Giving Cards	2014	United Way Camp		*Unknown No	Shuck Joan	62 giving Cards Distributed
Giving Cards	2013	United Way Camp		*Unknown No	Shuck Joan	71 Giving Cards Distributed

2015-2016 Campaign Commitment Form
Woodbury County Acct. 44560

LIVE UNITED
United Way

United Way of Siouxland
unitedwaysiouxland.com

Please return this form as soon as possible.

Companies who return BOTH this form and employee pledges by November 4 will receive recognition in the Sioux City Journal as 'Early Bird' supporters.

United Way recognizes your overall support (see back).
Our records show 418 local employees and $20,686.50 total giving for last year.

Please consider the following for your 2015-16 United Way investment:
- **Increasing your corporate gift by 10%**
- **Increasing your percentage of participation or total employee donations by 10%**

Corporate Pledge

Thank you for your Corporate Gift last year of
Our Corporate Gift will be $_____

Please bill us: ❑ *Same as Before* ❑ *Once* ❑ *Monthly* ❑ *Quarterly* ❑ *Semi-Annually*
Start Date: ____/____/____

Employee Campaign

Last year your employees contributed a total of $20,686.50
Our Employee Campaign Goal will be $ 22,000

We have 418 local employees
Name of employee campaign coordinator David Gleiser Phone 712-577-329
Email dgleiser@woodburycountyiowa.gov

United Way will contact your coordinator to help with your fall campaign efforts.

My signature authorizes this pledge [signature]

Print Name David Gleiser Title Rural Economic Development Dir. Date __/__/__

Thank you!

United Way of Siouxland 701 Steuben Street, Sioux City, IA 51101
Phone: 712-255-3551 FAX: 712-255-3028 www.unitedwaysiouxland.com

Community Impact Recognition Levels
United Way of Siouxland

United Way of Siouxland Recognizes Companies for their support at the following Leadership Levels. Recognition is based on total giving, which may include corporate, employee, special event and retiree gifts.

Major Firms	**Recognition Level**	**Criteria**
Over 50 Local Employees	Platinum Plus	$50,000 +
	Platinum	$20-$50K
	Gold	$10-$20K
	Silver	$5-$10K
	Bronze	$1-$5K
	Pewter	$500-$1K

Medium Firms	**Recognition Level**	**Criteria**
20-50 Local Employees	Platinum Plus	$10K +
	Platinum	$5-$10K
	Gold	$3-$5K
	Silver	$1-$3K
	Bronze	$500-$1K

Small Business	**Recognition Level**	**Criteria**
Less than 20 Local Emps.	Platinum	$5K +
	Gold	$3-$5K
	Silver	$1-$3K
	Bronze	$500-$1K

All other levels of support Friends of United Way

Thank you for your generous support.

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United Way of Siouxland

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UNITE

IT TAKES JUST ONE PERSON TO CHANGE ONE LIFE

IMPROVING EDUCATION INCOME & HEALTH RIGHT HERE IN SIOUXLAND

EDUCATION

Iowa Reading Corps served 111 local students last year with 58 graduates. That's nearly 3 classrooms full of proficient readers who are on track to graduate.

WHY INVEST IN THIS?*

Children reading proficiently by 4th grade are four times more likely to graduate high school.

INCOME

82% of clients at risk of homelessness were able to secure stable housing.

WHY INVEST IN THIS?**

On any given night there are over 250 homeless individuals in Siouxland.

HEALTH

Last year, 11,500 nights of shelter were provided to women and children in abusive homes. United Way's preventative approach also taught 1,780 students how to identify and prevent dating violence and sexual assault.

WHY INVEST IN THIS?***

Of the approximately 50,000 females in Woodbury County alone, 12,500 may be assaulted at some time in their lives.

$5 PER WEEK

$260 PER YEAR

PROVIDES:

- 960 snacks to intellectually disabled children in summer camp; **OR**
- 10 safe nights of shelter for an abuse victim; **OR**
- Household supplies for 15 families just starting out and moving to stable housing.

AGENCY PARTNERS & PROGRAMS HELPING US REACH OUR GOALS:

EDUCATION:

- Beyond the Bell (Elementary & Middle School)
- Big Brothers Big Sisters of Siouxland
- Boys Club of Sioux City
- Boys Scouts
- Girls Inc.
- Girl Scouts
- Imagination Library
- Iowa Reading Corps
- Mary Elizabeth Childcare & Preschool
- Mary J. Treglia Community House
- Native American Child Care Center
- Norm Waitt Sr. YMCA
- Sanford Center
- Stella Sanford Child Development Center
- Le Mars United Way

INCOME:

- American Red Cross
- Center for Siouxland
- Earned Income Tax Credit Outreach
- Mary J. Treglia Community House
- Salvation Army
- Siouxland Family Community Center
- Women Aware

HEALTH:

- Anti-Bullying Efforts
- Boys and Girls Home and Family Services
- Catholic Charities
- Council on Sexual Assault & Domestic Violence
- Crittenton Center
- Lutheran Services in Iowa
- Norm Waitt Sr. YMCA
- Siouxland CARES
- Siouxland Center for Active Generations
- The ARC of Woodbury County

Learn more at unitedwaysiouxland.com

*The Campaign for Grade - Level Reading. **Point in Time Survey. ***American Community Survey

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UNITED WAY FUNDED COMMUNITY PARTNERS & INITIATIVES

EDUCATION

Beyond the Bell	712-277-3600	beyondthebell.us.com
Big Brothers Big Sisters of Siouxland	712-239-9890	bigbrothersbigsisters.com
Boys Club of Sioux City	712-258-5545	boysclubofsiouxcity.com
Boy Scouts	712-255-8846	mac-bsa.org
Girls Inc.	712-252-1088	girlsincofsiouxcity.org
Girl Scouts	712-255-0187	girlscoutsiowa.org
Imagination Library	712-255-3551	imaginationlibrary.com
Iowa Reading Corps	712-255-3551	uwiowa.org/IowaReadingCorps
Mary Elizabeth Childcare & Preschool	712-258-1605	maryelizabethchildcarecenter.org
Mary J. Treglia Community House	712-258-5137	marytreglia.org
Native American Child Care Center	712-276-4030	nativeamericanchildcarecenter.org
Norm Waitt Sr. YMCA	402-404-8439	nwsymca.org
Sanford Center	712-252-0581	sanfordcenter.com
Stella Sanford Child Development Center	712-255-6832	crittentoncenter.org

INCOME

American Red Cross	712-252-4081	redcross.org/ia/sioux-city
Center for Siouxland	712-252-1861	centerforsiouxland.org
Earned Income Tax Credit Outreach	712-252-1861	irs.gov
Mary J. Treglia Community House	712-258-5137	marytreglia.org
Salvation Army	712-255-8836	usc.salvationarmy.org/siouxcity
Siouxland Family Community Center	402-494-6878	boysandgirlshome.com/Siouxland_Family_Center.html
Women Aware	712-258-4174	womenawarescia.org

HEALTH

Anti-Bullying Efforts	712-255-3188	stopbullying.gov
Boys & Girls Home & Family Services	712-293-4700	boysandgirlshome.com
Catholic Charities	712-252-4547	cathchar.com
Council on Sexual Assault & Domestic Violence	712-277-0131	safefromabuse.com
Crittenton Center	712-255-4321	crittentoncenter.org
Lutheran Services in Iowa	712-255-2505	lsiowa.org
Norm Waitt Sr. YMCA	402-494-8439	nwsymca.org
Siouxland CARES	712-255-3188	siouxlandcares.org
Siouxland Center for Active Generations	712-255-1729	siouxlandseniorcenter.com
The ARC of Woodbury County	712-258-5050	thearc.org

ADVANCING EDUCATION INCOME AND HEALTH

United Way of Siouxland

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United Way

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IT TAKES JUST ONE PERSON TO CHANGE ONE LIFE

85% READY FOR KINDERGARTEN

Preschool Initiative students receiving free books through Imagination Library program are ready for Kindergarten.

73% INCREASE INCOME

Clients in debt management program increased their income and self-sufficiency.

82% REGAIN STABILITY

Clients in economic stability programs are moving towards self-sufficiency.

100% INVESTMENTS STAY LOCAL

Your investment in United Way of Siouxland stays local to support programs and services advancing education, income, and health.

ADVANCING EDUCATION INCOME AND HEALTH

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