



Businesses choose to partner with United Way because we're a one-stop shop for growing your corporate community engagement strategy that increases employee satisfaction, brand awareness and customer acquisition.

Our Quad Cities' corporate allies recognize that by partnering with United Way, not only are they doing good, they are doing good business by accelerating change at scale to improve student success, strengthen economic mobility and enhance the quality of life for all in the Quad Cities region.

Great social impact programs build a strong team culture, increase employee engagement and reduce turnover.

Employee engagement and retention have never mattered more. You want the best and brightest people interested in, and signing up to join your organization. Those mission-minded people are also likely to care about achieving your company's higher purpose. And efforts to attract and retain them require time investment of your talent and acquisition teams.

Team up with United Way to support your employee engagement program.

95%

of employees who work for purpose-driven companies report that they are more loyal to their employer.¹

92%

of employees who work at a company with a strong sense of purpose say they would be more likely to recommend their employer to those in their network who are looking for a job.²

60%

of employees would take a pay cut to work at a purpose-driven company.³

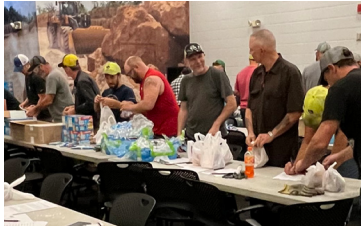
¹ 02_Porter-Novelli-Tracker-Wave-X-Employee-Perspectives-on-Responsible-Leadership-During-Crisis.pdf (porternovelli.com)

² Harvard Business School CSR: A Game With Long-Term Gains | Chezuba

³ 15 Eye-Opening Corporate Social Responsibility Statistics (hbs.edu)

Ways to Partner with Us

Connection to our Community | Corporate Recognition
Employee Satisfaction and Retention | Professional Development



Run an Employee Giving Campaign

Employee Giving Campaigns are a dynamic way to get your employees engaged. It makes it fun and easy to give, build team camaraderie, and grow awareness of local community issues.

Volunteer as a Group

Whether your team wants to volunteer once a week or once a year, United Way connects employees and groups (of any size) through a wide variety of unique experiences like: hosting kit builds, days of service, volunteering at signature events and much more.

Corporate Giving

Your company can support a specific cause and encourage employee participation through a corporate match to multiply impact, becoming a sponsor, funding strategic impact programs and provide in-kind support.

Rally Around a Cause

Rally your employees around causes they care about. Host team learning experiences. Over the course of just one hour, we'll help your team take a deep dive into a pressing community challenge and answer questions. We can even include a "do" element so during the learning team members are packing kits with critically-needed resources right from the convenience of your business. We'll provide all supplies, you simply pick up and return your packed kits to our offices for distribution to local nonprofit partners.

Empower Employees in Civic Leadership

As a Corporate Investor with United Way, your employees will be eligible to join a variety of networks, committees and councils who are leading critical community impact initiatives and determining funding allocations for worthy causes. This kind of volunteering provides an opportunity to develop leadership and team building skills in many ways. Volunteer leaders can gain different perspectives, build relationships, and master new skills—often, ones they might not have the time for or opportunity to work on at their jobs.

Employee Engagement

United Way Corporate Partners choose their investment level based on how they want to be engaged and the depth of employee networking, information, and impact benefits they desire.

Summer

- Conduct Stuff the Bus supply drive
- Pack summer learning kits for local students and families (20 - 30 minutes)
- Host Lunch & Learn about our Donor Networks

Fall

- Run an employee giving campaign
- Participate in Day of Caring (1 - 3 hours)
- Conduct a holiday drive for a women's shelter

Winter

- Participate in UWQC MLK volunteer events in Jan - Feb (30 - 90 minutes)
- Read to 2-3rd grader (once a week, 30 minutes)
- Participate in events at UWQC community schools (20 - 30 minutes)

Spring

- Rally a team to build a "Little Library" or create a community garden
- Pack a snack pack for local students (30 - 60 minutes)
- Attend the Generosity Dividend Event

ENGAGEMENT ACTIVITY	TIME COMMITMENT		
	LOW	MED	HIGH
Attend UWQC Events	○		
Corporate Giving	○		
Employee Giving	○		
Quarterly Zoom Conversations	○		
QC Dividend Program	○		
Corporate Match	○		
End of Year Impact Report	○		
Donor Networks		●	
Corporate Volunteering		●	
Lunch and Learn / Webinars		●	
CEO 1 on 1		●	
Impact Investments		●	
Brand Partnership			●

Contact Nate Berg at nberg@unitedwayqc.org or call 563.344.0321 to discuss how we can support your organization's community engagement goals.