INTRODUCTION

Tens of thousands of individuals across the country participated in the fourth annual United Way Day of Action on June 21, 2011. United Ways in all 50 states and Puerto Rico mobilized and inspired volunteers of all ages to channel their passion and advance the common good.

Advancing the common good involves creating opportunities for a better life for all. When individuals, organizations, governments and businesses set aside their special interests and work together, we can make a difference. Day of Action provides local United Ways with the opportunity to rally communities to help build on strategies to improve education, income and health. For United Way and the communities we serve, the longest day of the year is dedicated to tapping the considerable power of volunteers to make positive changes across the country. With more hours of daylight, there is more opportunity to make a connection in a community, change a life and contribute to making our country a better place for all.

Through initiatives like Day of Action, United Way is making dramatic improvements across the nation by focusing on the building blocks for a good quality of life – education, income and health. Our 10-year program is designed to achieve the following goals by 2018:

- Improve education, and cut the number of high school dropouts – 1.2 million students, every year – in half.
- Help people achieve financial stability, and get 1.9 million working families – half the number of lower-income families who are financially unstable – on the road to economic independence.
- Promote healthy lives, and increase by one third the number of youth and adults who are healthy and avoid risky behaviors.

Each time we make progress towards one of these goals, we make progress towards the other two. A well-fed child can do better in school, which may help him stay in school and secure a healthy and financially sound future. Good money management skills might keep a family in their home, and if they aren’t looking for housing, they’ll have more time to focus on reading with children or harvesting vegetables from the community garden for their family’s meals.

This report will highlight United Way projects held on Day of Action that helped to advance the three goals above – each in their own unique way but with a united mission across the network. For example, United Way Worldwide was joined by United Ways nationwide to shine a spotlight on our initiative to recruit one million volunteer readers, tutors and mentors to help boost academic achievement by working with kids of all ages. On Day of Action and every day since, across the country, volunteers pledged to get involved in the effort, starting with the more than 1,000 volunteers who gathered on the National Mall in our nation’s capital to assemble backpacks with books for kids.

Who are these volunteers who come out on the longest day of the year? Students. Retirees. Children. And working people, whose employers encouraged them to be part of Day of Action and to volunteer on other days as well. Volunteers from local companies, as well as companies participating in the United Way Global Corporate Leadership program, were essential to the amazing impact achieved on Day of Action. Corporate volunteers led teams, planned events and made a difference outside the workplace. And strategic partners, like the U.S. Department of Education and indie-roots band Dispatch, extended our reach, delivered our message, and inspired action as well.

June 21 is our Day of Action. It is the day we stand up for ourselves, our friends, our community, and our country to pledge to change the course of our future.
DAY OF ACTION – BY THE NUMBERS

• More than **258 communities** across each of the **50 states** and Puerto Rico hosted at least one United Way Day of Action activity.

• The more than 500 local volunteer activities that took place benefited well over 56,000 people.

• United Way participation increased by **61 percent** from 2010. A list of United Ways that participated appears on the next two pages.

• United Ways focused on projects to help improve education, income and/or health goals in their community. In fact, roughly **90 percent hosted projects advancing Education, 26 percent on Income, and 29 percent on health.**

• Survey results received from 122 (47 percent) of participating local United Ways tell us:
  
  • **1,235 project sites hosted volunteers** – nearly three times as many last year’s 433 projects.
  
  • **250,686 items were collected or donated** by individuals
  
  • **257,437 items were distributed**
  
  • **242,680 individuals benefited** from United Way Day of Action

• Unique partnerships, an E-Day of Action, and extensive media efforts were undertaken to help raise awareness and recruit volunteer readers, tutors and mentors leading up to and on United Way Day of Action. While many were volunteering on the ground, **500+ individuals pledged online** to become readers, tutors or mentors as a result of Day of Action events and outreach.

• The U.S. Department of Education’s Washington, DC headquarters and 10 regional offices in Atlanta, GA; Boston, MA; Chicago, IL; Dallas, TX; Denver, CO; Kansas City, MO; New York, NY; Philadelphia, PA; Seattle, WA; and San Francisco, CA; encouraged employee volunteering and helped issue the call for volunteer readers, tutors and mentors.
United Way Participation in Day of Action

Thanks to these 258 and other United Ways for their participation in United Way Day of Action in 2011!

Alaska
United Way of Anchorage
United Way of Matanuska-Susitna Borough

Alabama
Lake Martin Area United Way, Inc.
United Way of Central Alabama
United Way of Cullman County
United Way of Etowah County
United Way of Lee County
United Way of Madison County, Inc.
United Way of Marshall County
Wiregrass United Way, Inc.

Arkansas
United Way of Central Arkansas, Inc.
United Way of Fort Smith Area, Inc.

Arizona
United Way of Northern Arizona
Valley of the Sun United Way

California
Arrowhead United Way
Inland Empire United Way
Northern Santa Barbara County United Way
United Way of Fresno County
United Way of Greater Los Angeles
United Way of Merced County
United Way of Nevada County
United Way of San Diego County
United Way of Santa Barbara County
United Way of the Bay Area
United Way of the Desert
United Way of the Inland Valleys
United Way of the Wine Country
United Way of Ventura County
United Way Silicon Valley

Colorado
Mile High United Way
Pikes Peak United Way
United Way of Weld County

Connecticut
Middlesex United Way, Inc.
United Way of Coastal Fairfield County
United Way of Connecticut
United Way of Greater Waterbury
United Way of Meriden and Wallingford, Inc.
United Way of Southington, Inc.
United Way of West Central Connecticut
United Way of Western Connecticut

District of Columbia
United Way of the National Capital Area

Delaware
United Way of Delaware, Inc.

Florida
Heart of Florida United Way
United Way of Broward County
United Way of Central Florida
United Way of Indian River County
United Way of Lee County, Inc.
United Way of Marion County, Inc.
United Way of North Central Florida
United Way of Palm Beach County
United Way of Santa Rosa County, Inc.
United Way of Volusia-Flagler Co., Inc.

Georgia
United Way of Coastal Georgia, Inc.
United Way of Hall County
United Way of Metropolitan Atlanta
United Way of Northwest Georgia
United Way of the Coastal Empire, Inc.

Hawaii
Aloha United Way
Hawaii Island United Way, Inc.

Iowa
United Way of Central Iowa
United Way of East Central Iowa
United Way of Johnson County, Inc.
United Way of the Quad Cities Area, Inc.
United Way of Wapello County

Idaho
United Way of South Central Idaho, Inc.
Twin County United Way

Illinois
Fox Valley United Way
United Way DuPage-West Cook
United Way for Spoon River County, Inc.
United Way of Adams County, Inc.
United Way of Eastern La Salle County
United Way of Illinois Valley, Inc.
United Way of Metropolitan Chicago
United Way of Rock River Valley
United Way of South Central Illinois

Indiana
Jackson County United Way
Jefferson County United Way
United Way of Adams County
United Way of Allen County
United Way of Central Indiana
United Way of Elkhart County, Inc.
United Way of Madison County, Inc.
United Way of St. Joseph County, Inc.
United Way of the Wabash Valley, Inc.

Kansas
Finney County United Way
United Way of Greater Topeka
United Way of Wyandotte County, Inc.

Kentucky
Metro United Way, Inc.
United Way of the Bluegrass

Louisiana
Association of Louisiana United Ways
United Way for the Greater New Orleans Area
United Way Greater New Orleans-Tangipahoa
United Way of Acadiana
United Way of Iberia, Inc.
United Way of Northwest Louisiana

Massachusetts
United Way of Greater Plymouth
United Way of Massachusetts Bay and Merrimack Valley
United Way of Pioneer Valley

Maryland
United Way of Central Maryland
United Way of Frederick County, Inc.

Maine
United Way of Eastern Maine

Michigan
Albion-Homer United Way
Char-Em United Way
Heart of West Michigan United Way
Lenawee United Way
United Way for Southeastern Michigan
United Way of Bay County
United Way of Delta County
United Way of Greater Battle Creek, Inc.
United Way of the Eastern Upper Peninsula
United Way of the Lakeshore
United Way of Washtenaw County

Minnesota
Greater Mankato Area United Way, Inc.
Greater Twin Cities United Way
United Way of Carlton County
United Way of Central Minnesota
United Way of Goodhue, Wabasha and Pierce Counties
United Way of Greater Duluth, Inc.
United Way of Olmsted County, Inc.
United Way of Southwest Minnesota

Missouri
United Way of Central Missouri
United Way of Greater St. Joseph
United Way of Greater St. Louis
United Way of Southeast Missouri
United Way of Southwest Missouri and Southeast Kansas

Mississippi
United Way of Leflore County
United Way of South Mississippi, Inc.
United Way of the Capital Area, Inc.
<table>
<thead>
<tr>
<th>State</th>
<th>United Way Locations</th>
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<tbody>
<tr>
<td>Montana</td>
<td>Greater Gallatin United Way, United Way of Cascade County, United Way of Hill County</td>
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<tr>
<td>North Carolina</td>
<td>Catawba County United Way, Davie County United Way, Inc., United Way of Central Carolinas, United Way of Forsyth County, United Way of Greater Greensboro, United Way of Lincoln County, United Way of the Greater Triangle, United Way of Transylvania County</td>
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<td>North Dakota</td>
<td>Missouri Slope Areawide United Way, United Way of Cass-Clay</td>
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<td>Nebraska</td>
<td>Cozad United Way, Fremont Area United Way, Inc., United Way of Lincoln and Lancaster County</td>
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<td>New Hampshire</td>
<td>United Way of the Greater Seacoast</td>
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<td>New Jersey</td>
<td>United Way of Atlantic County, United Way of Central Jersey, United Way of Essex and West Hudson, United Way of Greater Mercer County, Inc., United Way of Monmouth County, United Way of Northern New Jersey, United Way of Ocean County, United Way of Passaic County</td>
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<td>New Mexico</td>
<td>United Way of Eastern New Mexico</td>
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<td>Nevada</td>
<td>United Way of Northern Nevada and the Sierra, United Way of Southern Nevada</td>
</tr>
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<td>New York</td>
<td>United Way of Buffalo &amp; Erie County, United Way of Dutchess County, United Way of Greater Oswego County, United Way of New York City, United Way of Orange County, United Way of Seneca County, United Way of the Greater Capital Region, United Way of the Valley &amp; Greater Utica, United Way of Tompkins County</td>
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<tr>
<td>Ohio</td>
<td>Shelby County United Way, Tiffin-Seneca United Way, United Way of Fairfield County, United Way of Greater Cincinnati</td>
</tr>
<tr>
<td>United Way of Greater Lima, Inc.</td>
<td>United Way of Greater Stark County, United Way of Hancock County, United Way of Marion County, United Way of Medina County, United Way of Putnam County, United Way of Scioto County, Inc., United Way of Summit County, United Way of the Greater Dayton Area, United Way of Youngstown and the Mahoning Valley</td>
</tr>
<tr>
<td>Oregon</td>
<td>United Way of Jackson County, Inc.</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>North Penn United Way, United Way of Beaver County, United Way of Blair County, United Way of Carlisle &amp; Cumberland County, United Way of Erie County, United Way of Franklin County, United Way of Lebanon County, United Way of Southeastern Pennsylvania, United Way of the Bradford Area, United Way of the Laurel Highlands, Inc., United Way of York County</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>Fondos Unidos de Puerto Rico</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>United Way of Rhode Island</td>
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<tr>
<td>South Carolina</td>
<td>Georgetown County United Way, United Way Association of South Carolina, United Way of Anderson County, United Way of Bamberg, Colleton &amp; Hampton, United Way of Greenville County, Inc., United Way of Oconee County, United Way of the Low country, Inc., United Way of the Midlands</td>
</tr>
<tr>
<td>South Dakota</td>
<td>United Way Heartland Region</td>
</tr>
<tr>
<td>Texas</td>
<td>Cooke County United Way, United Way of Amarillo &amp; Canyon, United Way of Brazoria County, United Way of Denton County, Inc., United Way of Greater Houston, United Way of Greater Texarkana, United Way of Metropolitan Dallas, Inc., United Way of Northern Cameron County, United Way of San Antonio and Bexar County, United Way of Southern Cameron County, United Way of Tarrant County, United Way of Williamson County</td>
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<tr>
<td>Utah</td>
<td>United Way of Central &amp; Southern Utah</td>
</tr>
<tr>
<td>Vermont</td>
<td>United Way of Addison County, United Way of Chittenden County, Inc.</td>
</tr>
<tr>
<td>Washington</td>
<td>United Way of Clallam County, United Way of Mason County, United Way of Pierce County</td>
</tr>
<tr>
<td>Wyoming</td>
<td>United Way of Natrona County, Inc., United Way of Southwest Wyoming</td>
</tr>
</tbody>
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GOAL
HELP CUT HIGH SCHOOL DROPOUT NUMBERS IN HALF BY 2018

EDUCATION

Education happens everywhere. In the classroom. On a trail. In a car. With a friend, and with a parent. United Ways are finding ways to help children and youth learn at an appropriate pace so that they stay interested in learning, which can lead to a healthy, productive life. On Day of Action, United Way Worldwide and United Ways across the nation called for one million people to pledge to become volunteer readers, tutors and mentors. And volunteers responded, by reading to children, donating books and creating environments indoors and out that lead to learning.

CALL TO ACTION: RECRUIT ONE MILLION VOLUNTEER READERS, TUTORS AND MENTORS

In the fall of 2010, United Ways around the country hosted “community conversations,” listening to everyday Americans to elicit ideas and ways to improve not only our public schools, but our communities at large.

In response to these conversations, on Day of Action United Way Worldwide officially launched its three-year effort to recruit one million volunteer readers, tutors and mentors in education.

How did we launch it? Through a high-visibility, high-impact harnessing of volunteer energy in our nation’s capital and around the country. The launch included recruiting over 1,000 volunteers to gather on the National Mall in Washington, DC to assemble 50,000 summer reading backpacks containing 150,000 books for elementary school children. United Way Worldwide and Target, the official sponsor, with additional support from the Annie E. Casey Foundation, coordinated the event, which included more than 160 volunteers from Target, Dominion Resources, Constellation Energy, Pricewaterhouse Coopers, and other companies. Local United Ways that traveled to Washington to participate included: United Way of Delaware, United Way of Central Maryland, United Way of Greater Mercer County, United Way of the National Capital Area (Washington, DC area), United Way of Frederick County, and United Way of Central Jersey. When they returned home, these United Ways distributed some of the backpacks that they assembled on the National Mall and continued the Call to Action in their area.

In addition to the National Mall event, United Ways in San Francisco, the Twin Cities, New York, Philadelphia, and Nashville hosted Day of Action activities building summer reading backpacks with Target volunteers – and more. Greater Twin Cities United Way also organized a book drive and Target employees made creative bookmarks to add to each backpack.
“Education is at the heart of Target’s giving and we are compelled to do more to ensure our students are reaching critical milestones on the path to graduation, including the ability to read proficiently by the end of third grade. Target is proud to support United Way’s Day of Action and its efforts to improve education outcomes for students.”

— Laysha Ward, President of Target Community Relations and Target Foundation
United Way of Metropolitan Nashville tapped into its music culture and hosted a concert at one of Nashville’s premier live music venues, The Listening Room Café. The concert kicked off United Way of Metropolitan Nashville’s annual school supply drive, and top 10 finalists from the LIVE UNITED song contest performed their song for the crowd and a panel of judges comprised of some of Nashville’s most prominent music industry professionals. The Grand Prize Winner was a song called “Biggest Hearts Win,” which will be used in a local United Way Day of Action video. Through song contest entries and concert admissions, United Way of Metropolitan Nashville collected enough funds to stuff an additional 500+ backpacks later in the summer.

In addition to partnering with Target volunteers to assemble summer reading backpacks, United Way of Southeastern Pennsylvania brought together more than 100 corporate and community leaders committed to increasing the graduation rate in the area. Called “Convening our Corporate Leaders to be Part of a Community Solution,” the event began with the call to action for volunteer readers, tutors and mentors. A college student from a single-parent home credited her mentor with helping her end the cycle that was commonplace in her neighborhood, one that more often than not saw young people perform poorly in school and fail to move on to college or career success. Business leaders from UPS, Deloitte, and Morgan-

Lewis shared their personal and professional mentoring experiences, and Elizabeth Williamson from the U.S. Department of Education’s Region III Office in Philadelphia gave a moving and inspiring testimonial to the impact that a caring adult personally had on her life. Before attendees left, they were asked to complete and submit mentoring commitment cards.

STRATEGIC PARTNERSHIPS EXTEND THE CALL TO ACTION

Two new partnerships helped bring greater visibility to Day of Action and United Way’s call for volunteers to read, tutor or mentor a child. Because of their heartfelt support of improving education in the U.S., in May 2011 members of indie-roots band Dispatch and Mile High United Way launched the first Education Community Conversation to inspire volunteering and advocacy to improve academic success for young people across the country. The band also launched “Amplifying Education,” a multi-platform campaign aiming to inspire and encourage fans to take action. As the band toured throughout June, fans were invited to pledge to volunteer as a reader, tutor or mentor with United Way. Fans could join the movement by texting the words READ to UNITED (864833) or online through the band’s website – accessing free music downloads to those who signed up. Thanks to the band’s outreach, in June 588 individuals pledged to volunteer.

“Thanks for being such great partners and giving Dispatch and Amplifying Education something so powerful and tangible for the average music fan to get behind! Wherever we traveled, we met amazing United Way staff and volunteers who believe – just like we do – that the only way we’re going to be able to address the dropout crisis in this country is to come together and be a part of people-powered solutions like tutoring and mentoring. It’s been a total synergetic experience working with y’all and we’re so, so grateful!”
– Matt Wilhelm, Amplifying Education

“Thank you for all of your assistance in connecting us with your offices in our regional cities. We appreciate this opportunity to join United Way to encourage tutoring and mentoring.”
– Marilyn Teague, U.S. Department of Education

“Thanks for a great message and national platform. Lots more to do but this is a great first step toward our United Way’s real efforts in mobilization around our cause.”
– Paula Green, Associate Director, Corporate Engagement, United Way of Southeastern Pennsylvania
The band wrapped up its tour by returning to its hometown and participating in a Boston Community Conversation in conjunction with Day of Action and United Way of Massachusetts Bay and Merrimack Valley. Partner organizations, students, teachers, community leaders, and music fans discussed the state of education and how to inspire greater service, volunteerism, and advocacy to ensure all students succeed and graduate. Dispatch played an acoustic set to close out the evening.

United Way Worldwide and local United Ways also partnered with the headquarters and regional offices of the U.S. Department of Education. In addition to hosting an E-Day of Action to encourage department employees to pledge to become volunteer readers, tutors, and mentors, Education Department employees participated in the event on the National Mall in Washington, DC and in local Day of Action events across the country. For example, a volunteer from the department’s New York office helped assemble 200 summer reading backpacks for preschoolers on June 21. As noted earlier, Elizabeth Williamson of the Philadelphia office spoke at the Day of Action event hosted by United Way of Southeastern Pennsylvania. Members of the department’s Dallas office joined United Way volunteers in hosting an obesity-prevention event for 100 kids from a Salvation Army summer program (see page 20 for details) and have agreed to partner with United Way of Metropolitan Dallas in the future. Likewise, Education Department offices in Kansas City and Atlanta agreed to work with local United Ways to plan future events.

United Way of Metropolitan Chicago and Chicago Loop Alliance sponsored a “Read In” at Pritzker Park. Marilyn Teague, along with two Department of Education colleagues, joined Library Commissioner Mary Dempsey, former Chicago Bears player Rashied Davis and many other volunteers in reading to 50 children from a YMCA summer program. Each child received a copy of the book they read with their adult reader and a gift bag from the Chicago Public Library.

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— Marilyn Teague, U.S. Department of Education
VOLUNTEER RECRUITMENT, BOOK DRIVES, AND MORE

Many other United Ways also celebrated Day of Action by recruiting volunteers and providing opportunities to read, tutor or mentor children, as well as to donate, collect and distribute books to children. For example, Metro United Way of Louisville, KY held a press event, and the first 100 people to pledge to be a volunteer reader, tutor or mentor received a free children’s book to give to a child or to be donated on their behalf to a local education-related program. United Way of Essex and West Hudson, United Way of Greenville County, United Way of the Greater Seacoast, United Way of Volusia-Flagler and more than 20 other United Ways engaged in an E-Day of Action by kicking off their drive to recruit volunteer readers, tutors and mentor via email. United Way of Johnson County promoted education volunteering in three ways: sending an e-blast on June 21; featuring an education expert at a Women Leadership Circle luncheon on June 22; and arranging for Target employees to read in small groups to preschool children at the Little Angels Learning Center on June 29.

United Way of San Diego County announced its goal to recruit 10,000 volunteer readers, tutors, and mentors to help San Diego children at a press conference at Monarch School, which serves homeless students in grades K-12. The first volunteer to “take the pledge” was NBA Hall-of-Famer Bill Walton who read Where the Wild Things Are to a group of second and third graders. Bill fondly reminisced about the days when his mom, a school librarian, used to read to him. Then he threw out a challenge to all San Diegans to join him in helping every child in our county be successful in school and life. More than 100 people pledged in the first two weeks following the event.

While Bill Walton was reading, a culturally diverse group of United Way staff and partners held two career coaching sessions with teen students at the same school. All the major media in the San Diego market attended and reported extensively on the call for volunteer readers, tutors and mentors. University of California San Diego, one of the largest employers and campuses in

“Literacy is such a large part of our program and to have members of the community come in and read shows the whole world is reading. It’s a message that students take in and one that encourages them to learn.”

– Patricia Corvello, Principal, Plantsville Elementary School (CT)
Southern California, was the first organization to pledge and will be recruiting volunteers from the school’s students, faculty and staff.

Many United Ways hosted a “Virtual Book Drive” by partnering with First Book, a national nonprofit organization providing brand new books to children in need. During the Virtual Book Drive, every $2.50 donated helped purchase one book for a child from a low-income family. Participating United Ways included: Heartland United Way, United Way of Scioto County, United Way of Lincoln & Lancaster County, United Way of Marion County, United Way of the Wine Country, United Way of North Central Florida, United Way of Central Florida, United Way of Northern Nevada and the Sierra, and United Way of Northern Arizona.

United Way of Cullman County got books into the hands of children by purchasing $10 gift cards to Books a Million and Deb’s Bookstore and distributed the cards to the first 50 children who came to the public library for “Story Time.” Mayor Max Townson, Chief of Police Kenny Culpepper, Rep. Mac Buttram and other community leaders took turns reading to more than 100 children. The event was sponsored by Wells Fargo, Sandra Watts (Bland, Harris & McClellan, PC), Dr. Jan Harris and Charlie’s Auto Parts.

Collecting, sorting and distributing books in connection with Day of Action was a great way to keep volunteer readers engaged when school is not in session. With corporate partners JC Penney, U.S. Bank and others, United Way of Jackson County collected more than 1,200 early childhood books and shared them with 10 agencies serving children. United Way of Eastern New Mexico invited the community to bring a new children’s book to the United Way office and other locations and receive two tickets to Casel-Land – the local family fun center. All educators in Curry and Roosevelt counties were eligible for one free ticket.

Twelve of Heart of Florida United Way’s corporate partners held book drives that brought in approximately 500 books in just five days. Neiman Marcus, Fry Hammond Barr and Paychex were among the businesses that collected books, which were shared with children at three Day of Action reading events. Approximately 120 volunteers read to the children attending summer elementary school programs and participating in Boys and Girls Clubs. The volunteers who read to children also were asked to pledge to read to, tutor or mentor a child in the future. Volunteer readers came from Target, Pricewaterhouse Coopers, JP Morgan, Chase, SunTrust Bank, and Blue Cross and Blue Shield of Florida.

Other United Ways also held reading events as a way to encourage volunteering. Char-Em United Way connected volunteer readers with approximately 40 children at five local libraries and preschools and launched its “literacy corps” of volunteer readers. Initially, the United Way Literacy Corps will work in area preschool, elementary school, after-school and summer programs to improve reading competency. United Way of Southington brought more than 30 guest readers to four elementary schools with donated books that were read and distributed to nearly 900 children. Employees from Lincoln College, Community Mental Health Affiliates, Target, TD Bank, Southington Public Library, Southington Patch and many other organizations volunteered to read.
United Way of Central Florida held a “Dog Day of Summer” event on Day of Action. More than 60 children designed origami dogs and paper bag dog puppets, read to a service dog, and enjoyed story time before taking home an age appropriate new book. While the children enjoyed these activities, adults had the opportunity to learn of available services in the community. As part of the “Day of Reading” project, United Way of Henry County and Martinsville dispatched 50 volunteers to 15 sites – such as day care centers, summer camps, and doctors’ offices – to read to approximately 1,000 children. Each child was given a book to take home that had a sticker about Day of Reading and United Way of Henry County and Martinsville’s Smart Beginnings Initiative.

**FOCUS ON MENTORS**

While many United Ways focused on books, reading, and recruiting volunteers to read with and tutor kids, others emphasized the importance of mentoring children. Blackwell United Way partners with INTEGRIS Blackwell Regional Hospital and Blackwell Elementary School to provide mentors for their students throughout the school year. For its E-Day of Action, Blackwell United Way issued a call to all businesses and Chamber of Commerce members for more mentors. The newsletter also promoted a mentor recruitment reception later in the summer.

United Way of Madison County launched the Mentoring Initiative of Madison County on Day of Action. In partnership with the City of Anderson, United Way of Madison County hosted an evening event in front of the city government building with live music, dancing, and the challenge to sign up as a mentor for local youth. Lawn signs in the shape of children were displayed in front of the city building representing the number of students in need of a mentor. Every time someone signed up, a corresponding “lawn adult” was placed beside a student. Fifteen new mentors were recruited that night, with recruitment efforts continuing throughout the summer. United Way of Madison County is focused on 7th-9th graders as a focus group for collecting data and identifying the impact of mentoring, both academically and in regard to aspiration.
SCHOOL SUPPLY DRIVES

Kids can’t do well in school if they don’t have the right supplies, so school supply drives are a great way to make a positive impact on education on Day of Action – and any day of the year. This year, United Way of Medina County kicked off its annual fund raising campaign on Day of Action to collect school supplies and backpacks for children in need. Forty collection sites included local business owners and store managers of nationwide stores such as OfficeMax, Staples, Buehler’s Fresh Foods, and WalMart. Roughly 1,400 backpacks and 650 bags were filled with supplies and disseminated to more than 2,000 local youth during five back to school rallies.

United Way of Cascade County collected about 3,500 items, including school supplies and basic living essentials, as part of its second year participating in United Way Day of Action. The supplies were distributed through local nonprofits that work with children and through the Great Falls Public School System, which has the highest number of low-income students. Supplies were dropped off at Shop Ko in a bus donated by Big Sky Bus Lines. The Great Falls Tribune was another sponsor, and all three companies also provided volunteers to help with the effort. The wish list of items – such as three ring binders, grocery cards and liquid soap – was organized by education, income and health.

United Way of Palm Beach County combined teaching and tutoring opportunities with a school supply drive that netted 50 boxes of donated school supplies on Day of Action. Volunteers from IBM provided a STEM (Science, Technology, Engineering and Mathematics) program to middle and high school students at an alternative school, providing a great overview of how math and science can be a part of everyday life. UPS volunteers tutored elementary and middle school students in math and reading, using booklets assembled by Communities in Schools to guide their efforts.

SCHOOL MAKEOVERS AND MORE

Blue Mesa Grill, Target and The Mulhollan Companies sponsored United Way of Tarrant County’s Day of Action for education, which combined a school supply drive with a school makeover. School buses provided by the Fort Worth, Arlington and Birdville school districts were stationed throughout the area as drop-off sites for schools supplies. Volunteers from The Gap, Blue Mesa Grill and Texas Representative Kelly Hancock’s office volunteered to staff the buses. Target donated a $200 gift certificate for each of the three districts to buy more supplies and the Tarrant County Central Labor Council AFL-CIO donated more than $1,500 for supplies.

While the buses were being stuffed with supplies, more than 70 employees of Pier 1 Imports and other volunteers conducted an “extreme school makeover” at Glencrest Sixth Grade Center in Fort Worth. The volunteers transformed the faculty lounge by donating furnishings and adding a fresh coat of paint and appliquéd decorations and also provided new furnishings for the school office reception area. United Way of Tarrant County anticipates that volunteers who worked on site at the school will be inspired to pledge to be volunteer readers, tutors and mentors.

Lake Martin Area United Way held a school clean up day involving four area schools on Day of Action, which will benefit about 2,000 children. More than 280 volunteers scrubbed floors, painted walls, cleaned up the grounds, reshaped flower beds and took particular care in cleaning and revamping the school’s trophy cases. Corporate sponsors were numerous, including: Winn-Dixie, The Town of New Site, Fred’s Dollar Store, Coca-Cola, Russell Do-It Centers, Alabama Paper & Supply, Pepsi, Russell Brands, Piggly Wiggly, Papa Bello Pizza, The Tallapoosa County Commission, The Goodwater Rotary Club, Koon’s Catering, HWH Contracting LLC and Harrell’s Contracting LLC.
Dueber Elementary School in Canton, OH had never been remodeled or updated since it opened its doors in 1952. Day of Action was the perfect day for summer interns at The Timken Company to volunteer with United Way of Greater Stark County to give the needy school a makeover. Seventy-five volunteers repainted indoor hallways in bright, cheerful colors, planted new flowers, and refreshed the playground by painting a huge map of the United States, reworking hopscotch and four square games, and building new picnic tables. A freelance artist painted murals and inspirational verses on the walls of the school. The school is without a full-time librarian, so the volunteers cleaned, reorganized and relabeled the literature in the library. Plans are underway for a book drive to augment the library’s collection.

The Timken Company has made a commitment to engage and support volunteering by all associates throughout the world. Intern Katie Duff, said, “It is really nice that Timken instills the value of community involvement, community engagement and giving back to the community in us as interns. A lot of us will go on to other companies, so I think this is a great trait for us to take with us.” The United Way campaign team also volunteered and enjoyed seeing the impact on both the school and the young professionals.

The Timken Company purchased all supplies necessary for the school makeover. Employees who were “back at the office” on Day of Action were encouraged to show support for United Way by wearing their LIVE UNITED T-shirts to work.

In previous years, United Way Silicon Valley focused its Day of Action on corporate employees who were dispatched to a variety of locations. This year, United Way Silicon Valley included both corporate volunteers from Best Buy, Target, IBM and Sony as well as volunteers from the May fair neighborhood of East San Jose where much of the work took place. Volunteers canvassed the neighborhood the weekend before Day of Action with door hangers inviting the community to volunteer and to come to the Resource Fair held on Day of Action. After a morning rally, 250 volunteers worked on a number of projects including:

- Installing the first Born Learning Trail in Santa Clara County – with signs in English and Spanish to better serve the community, comprised of primarily second and third generation immigrants from Latin and Asian countries;
- Re-painting the blacktop and painting power slogans and words across the Cesar Chavez Elementary School campus;
- Beautifying the neighborhood parks; and,
- Organizing the faculty room at Lee Mathson Middle School

**EARLY LEARNING INITIATIVES**

In addition to efforts to recruit one million readers, tutors, and mentors, other early learning initiatives continued to be popular and important activities on Day of Action.

United Way of Hopewell-Prince George installed a Born Learning Trail in Appomattox River Regional Park. The trail will benefit the area’s 5,000 preschoolers, their parents or caregivers and the community at large, with children who might be better prepared for school as a result of playing on the trail. Vulcan Materials Company employees assisted with the installation, and they also provided the materials for mounting the signs.

United Way in Waukesha County celebrated its new Born Learning Trail by hosting 40 families (approximately 85 children) at the trail in Heyer Park. Volunteers at each Born Learning station helped facilitate activities and encourage parents to return to use the trail. Families also participated in a balloon launch and enjoyed healthy snacks. Volunteers from Oberlin Filter Company, who had helped build the trail, traced every child's handprints on paper. The handprints will be turned into stencils and painted on the
“Amazing!!!!!!! This event rocked my agency’s world! Thank you United Way staff/volunteers for giving agencies, like mine, the opportunity to benefit! Simply awesome!”

— Carrie Galvez, Director, Great Falls Children’s Receiving Home

“What I liked about the Early Learning Party was that it was a great opportunity for parents to not only learn new content, but to support one another – because everyone has something different to offer. It really sparked good discussion among the group.”

— Katie, an Early Learning Community Trainer

About 100 children and parents turned out to laugh and learn at United Way of South Central Illinois’ Day of Action celebration. Interactive learning stations geared toward children under five focused on early childhood development. Parents and children learned how to make everyday activities and play into learning opportunities. The event featured a variety of booths from community organizations and businesses, including Ameren IP’s “Safety City” model; goldfish races staged by First United Methodist Church; puppet shows from the staff of the Rend Lake College Children’s Center; St. Mary’s Good Samaritan Hospital car seat safety checks; and Operation Lifesaver’s “Spin the Wheel” promotion sponsored by the Mt. Vernon Fire Department, which awarded prizes for correct answers about rail safety. The evening also helped 100 kids register for the Dolly Parton Imagination Library, and a used book drive collected more than 400 children’s books.

United Way of Danville-Pittsylvania County hosted the “Day of Action – Day of Reading 2011” to provide volunteer readers to early child care providers and family home childcare providers. Nearly 70 volunteers in teams of two and three read “Who Sank the Boat” to 200 young children. The volunteers also did a “What will sink and what will float?” activity based on the book. Target, Goodyear Tire and Rubber, and Williams Gas recruited teams of volunteers. Each child in the classroom received a Born Learning goody bag, which included “Who Sank the Boat”, a parent activity handout folded inside the book, and Born Learning publications “Recipes for Learning” and

trail with the child’s first name, last initial and age – a sure fire way to encourage families to return to the trail! Adults, kids, and toddlers wore their new LIVE UNITED T-shirts. Even babies dressed in LIVE UNITED onesies. Everyone received a bag of goodies that included information about the Born Learning Trail and United Way’s work in supporting early childhood education. Giveaways such as water bottles, pencils and Frisbees encouraged healthy play and fun.
“Kid Basics.” The event was funded in part by the Danville Regional Foundation and supported by the Danville Regional Medical Center as well as several other local businesses.

Young children learn so much from everyday activities like playing, helping with household chores, and even just riding in a car. With the right encouragement, kids can learn valuable lessons about shapes and colors from Born Learning Trails and materials, but also from routine objects like traffic lights. To help promote this kind of active learning among the region’s children, United Way for Southeastern Michigan initiated informal house parties as a fun and educational way to prompt important conversations about preparing children for a bright future. At the “Early Learning Parties,” the host showed a DVD made by Detroit Public Television that’s full of tips and advice for encouraging active learning during the critical first five years of a child’s life. Using a discussion guide provided by United Way for Southeastern Michigan, participants discussed the DVD, shared their own experiences, and brainstormed ways to spread the concept of active learning to parents and caregivers throughout southeastern Michigan. More than 120 individuals attended 20 Early Learning Parties and pledged to take further action, such as joining, volunteering or donating to an Early Learning Community, joining an Early Childhood Speakers Bureau, and signing up for email updates.

Many more United Ways focused on education on Day of Action. A good education, of course, can help lead to financial security and a healthier, more productive life. United Way of Acadiana seized on this notion by emphasizing education and income on Day of Action. United Way of Acadiana engaged more than 650 volunteers at nearly 30 project sites throughout Acadia, Lafayette, St. Martin and Vermilion parishes. Volunteers:

- Donated and sorted approximately 2,000 donated items for the School Supply Drive, Book Bank and United We Can food drive
- Made more than 60 Born to Read Baskets, which were distributed at local hospitals to children born or hospitalized on June 21. The baskets included the Dolly Parton Imagination Library Registration Form, Born Learning material, the child’s first book and other age appropriate items
- Read stories and provided enrichment activities to more than 650 children
- Shared their aspirations for education by completing the Ask Acadiana survey, which is part of United Way of Acadiana’s education mobilization effort
- Participated in and received training to conduct Community Conversations in their local communities
- Taught nearly 200 children money management skills and trained almost 30 organizations on the Money Smart curriculum to teach their employees and the community the importance of money management, budgeting and savings
- Became Budget Buddies and will be available to teach youth money management skills
- Worked at local food pantries to help collect, sort and distribute more than 400 pounds of food to needy families and children.
GOAL
HALVE THE NUMBER OF LOW-INCOME FAMILIES LIVING WITHOUT FINANCIAL STABILITY BY 2018

INCOME

Financial stability means many things, but for people who are struggling, it might come down to having food, clothing and shelter. On Day of Action, United Ways reminded volunteers and the community about what it takes for some of us to put nutritious food on the table, to keep growing children in suitable clothes, and to be able to stay in one’s home.

Helping promote financial stability also means making sure that public funds are available to people who need them. On Day of Action, United Way of Beaver County worked to do just that by advocating against cuts in funding of state government programs that help low-income and vulnerable citizens. Forty volunteers serving on the United Way board and as agency directors either hand delivered or mailed postcards to the local state senator’s office that explained that cuts in the human services budget would create dire consequences for pre-school children, adults and children with disabilities, at-risk teens, and children who need protection from abuse and neglect. The deadline for passage of the state budget was June 30th, so Day of Action was an ideal time to advocate on a critical public policy issue. The initiative had a strong impact in restoring funding to important human services programs. Several volunteers commented that the postcards were a great marketing tool to get United Way’s message to the Pennsylvania State Legislature.
Food and Clothing

By providing access to free or inexpensive food and clothing, families can use dollars saved for other expenses, leading to greater financial stability. On Day of Action, United Way of the Desert volunteers helped distribute more than 250 bags of groceries and more than 1,000 items of clothing to more than 400 local residents. United Way of Tompkins County found a way to emphasize the importance of reading with efforts to improve food security. Over the course of three days, nearly 20 volunteers read about gardening to about 200 children and adults at five day care or community centers. United Way of Tompkins County borrowed books from the Ithaca Children’s Garden. Volunteers also engaged participants in a gardening project of planting radish seeds in community gardens or providing planted seeds to be taken home, and provided information about United Way and hunger and food security activities.

United Way of Marathon County repeated its fabulous canned food sculpture event branded “United We Can.” In 2010, United Way of Marathon County had 17 entries and collected about 3,000 pounds of food and $1,300 in cash. In 2011, 24 groups and companies built sculptures out of 20,000 pounds of canned/boxed food and household products. The food – plus $1,800 in cash that also was collected – will be distributed to pantries via the Marathon County Hunger Coalition (a group of pantries, businesses, and government representatives that is directed by United Way). The food pantries that are part of the coalition also connect families to other services that can help them become financially stable, such as subsidized child care for parents attending school, assistance with rent or mortgage payments, and tuition assistance.

People of all ages could participate in Day of Action by simply driving through the parking lot of United Way of Greater Greensboro. Young Leaders hosted a food drive called “Drive Through and Drop Off” and provided critical manpower in collecting over 1,500 pounds of non-perishable food. Volunteers filled more than 100 grocery bags to be distributed to over 100 families (40 individuals) in the Gillespie Park Community.
United Way of Northern New Jersey turned Day of Action into a nearly week-long event to help the working poor. JCP&L volunteers sorted food donations at food pantries, performed housekeeping duties at the Sussex County Adult Day Care Center, and sorted clothing for Dress for Success Morris County, which provides professional clothing to disadvantaged women seeking employment. KBS Realty Advisors donated $2,500 to United Way of Northern New Jersey, which was raised during a walk the company sponsored, and unveiled a new mile walking trail. In Montclair, 10 Montclair State University students and AmeriCorps leaders organized a food pantry drive. On June 21, the students picked up donations from homeowners’ doorsteps and area businesses and distributed them to the pantries. This is the first year that Montclair State University participated in United Way Day of Action. United Way Foodstock also helped stock food pantries in Sussex County. In partnership with the New Jersey Herald, the fourth annual event saw nearly 30 volunteers counting, sorting, and boxing about 5,800 items of food collected over a month’s time, helping to fill shelves at 12 Sussex County pantries.

Diapers can be a huge drain on the income of a family with limited means. To support the Baby Pantry at United Labor Agency of Nevada, United Way of Southern Nevada enlisted more than 40 volunteers to collect nearly 2,000 diapers and 3,500 baby wipes to support families in southern Nevada. The working poor also can find it expensive to provide their children with proper school clothing, which can hinder both attendance and successful learning. To address this need, Northern Santa Barbara County United Way held “Kidspree” for local, economically-disadvantaged children to go on a shopping spree to choose new school clothes. Northern Santa Barbara County United Way solicited donations of $100 per child and Good Samaritan Shelter identified the children to participate in Kidspre. Volunteers assisted children with shopping and purchasing their new clothes at Kohl’s Santa Maria.

“Knowing that the food I dropped off today will mean that someone will have something to eat tonight is fulfilling for me.”

— Isis Haylett, AmeriCorps leader and coordinator of the Community Service and Volunteer Resource Center, Montclair State University
SHELTER
The Guyon Saunders Resource Center houses multiple agencies that assist the homeless or the at-risk to be homeless in the Amarillo and Canyon, Texas area. More than 550 volunteers recruited by United Way of Amarillo & Canyon from area businesses as well as some of the clients of the Center helped with cleaning, painting, organizing and upholstery projects throughout Day of Action. Nationwide Insurance, Target and XCEL Energy provided project captains and volunteers to help with the work – 15 different projects within the center with 25 project captains. At lunchtime, a team from Amarillo National Bank cooked more than 750 hamburgers (in 100 degree heat!) with the food and drink provided by Ben E. Keith Foods, United Supermarkets, and Coca-Cola. Almost 1,800 cold bottles of water donated by Happy State Bank and the American Red Cross helped keep the volunteers going in the heat.

Despite a cold and drizzly day, 80 volunteers organized by United Way of Nevada County planted gardens, built steps, and sorted donated clothes at local nonprofits. Adult volunteers from Telestream, Tri-Continent, UPS, and Bank of the West and students from Nevada Union High School helped to make the day a success. In a similar vein, Young Leaders of United Way of Forsyth County invited volunteers to “come for the entire event or just an hour,” and 25 volunteers participated in landscaping, organizing and hosting a cook out for 70 residents of a group home.

Twin County United Way asked eight businesses – including U.S. Bank – to send more than 70 employees to seven project sites where they painted, sorted clothes, recruited volunteers, and did yard work and other assorted tasks. Other businesses participating included Avista Utilities, ATK CCI/Speer, Clearwater Power, Inland Cellular, Red Lion Hotel, Distinguished Young Women of Asotin, Ida-Vend Broadcasting, and Express Employment Professionals. Thirty volunteers with the Emerging Leaders group from United Way of Portage County painted the basement of the Plover Boys & Girls Club and spent time with participants in the club’s Literacy Enrichment and Arts Program.
HEALTH

Childhood obesity not only affects a child’s health, it also affects their ability to learn. United Ways are confronting the issue head on, during Day of Action and throughout the year. Educating families and youth about protecting their health and how to improve healthy habits and skills is a central part of our work.

United Way of Metropolitan Dallas launched its Kick Obesity online campaign to celebrate Day of Action. The concept behind the campaign to reduce childhood obesity is that a series of small actions across the community can add up to big results. Over the summer, United Way of Metropolitan Dallas tracked results online such as pounds lost, minutes of physical activity, number of active kids and more. More than 1,200 people pledged to take action by:

- Engaging in healthy activities with a child for at least 30 minutes a day;
- Signing up to volunteer to help kids;
- Sending a message to friends, family and other contacts to spread the word about this important issue and the ways to get involved; or
- Making a donation to improve kids’ health.

Also, the community’s Leadership Givers volunteered at Salvation Army hosting a field day, engaging 130 kids in physical fitness activities, including basketball games, jump roping, tug-of-war matches and three-legged races. A healthy lunch rounded out the day dedicated to preventing obesity.

United Way of Greater Chattanooga, local shopping mall Hamilton Place, along with the Chattanooga Times Free Press and local radio station Sunny 92.3, sponsored a “Kid Fitness™ Safari” to help kids be active and learn ways to stay fit. Participants registered and received a map of the Kid Fitness Safari trail. When children completed each of the 10 activities along the trail, they received a prize pack and were registered to win the grand prize, a kids’ climber that looks and feels like a real rock, donated by Kaplan Early Learning. Kids also enjoyed healthy snacks for kids and a tumbling demonstration by The Little Gym and other activities. More than 60 volunteers registered participants, handed out food and about 250 gift bags, and helped instruct children in the activities along the trail.

INCREASE THE NUMBER OF HEALTHY AMERICANS BY ONE-THIRD BY 2018
United Way of Central Indiana engaged volunteers in a mock anthrax attack and a very different sort of challenge: tutoring young students. United Way of Central Indiana collaborated with the local health department to create a simulated anthrax attack to help both county and United Way staff be prepared for such an attack. About 150 volunteers pretended to be anthrax victims and were “treated” by local health department officials. Other volunteers helped promote a local tutoring program and recruit new volunteer tutors during the local farmer’s market. About 100 new volunteers committed to joining in the effort to tutor students who had fallen behind in grade level reading.

Shelby County United Way co-sponsored the 11th annual “Kids Around the Square” Day, which included more than 40 activities to get kids out of the house and to use their brain and exercise their bodies for better health. Over 40 nonprofit agencies provided games, giveaways and entertainment on the county courthouse lawn, bringing families together in a central part of the city. Nearly 1,000 people attended, and Shelby County United Way gave out United Way helium filled balloons for every child that attended the event.

For Day of Action 2011, United Way of Lee Hendry, Glades partnered with the American Red Cross to provide free “hands only” CPR training. Sixteen volunteers were trained in advance and helped teach the course to more than 170 individuals at United Way of Lee, Hendry, Glades’ office on Day of Action. Participants were provided step-by-step instructions to take home and shown how to access an instructional video online to show others.

In addition to instruction, United Way of Lee, Hendry, Glades was also in charge of marketing, recruiting, registration, and hosting the event. United Way of Lee, Hendry, Glades has since established a “Hands on CPR” committee. Volunteers are scheduling additional events with emphasis on reaching out to Lee County youth through local schools, service organizations, businesses to train those not requiring the certification. United Way of Lee, Hendry, Glades planned to hold another training event in October on Make a Difference Day.

On its Day of Action, United Way Heartland Region engaged volunteers in improving community health and education through a “wellness summit” and a volunteer reading project. The United Way’s Huron Wellness Team held the two-day wellness summit to engage volunteers in activities to make the community more health-conscious and initiate wellness activities throughout the community. The wellness summit also gathered community volunteers to commit to engaging groups in their neighborhoods and workplace to become more active. Weekly biking and walking clubs have been initiated, as has an active school effort for children to be more aware of healthy lifestyles. United Way Heartland Region also held a “gently used” book drive, collecting over 100 books from 40 volunteers, who gathered to read to children attending the summer school enrichment program. This was the initial activity to enlist volunteers to commit to reading an hour a week in local first grade classrooms.
This report includes but a sampling of the many activities led by local United Ways on Day of Action that engaged volunteers in making improvements in education, income or health. Some United Ways made it a point to initiate and lead activities that focused on more than one of these building blocks for a good quality of life.

United Way of Central Arkansas engaged nearly 400 volunteers in 22 projects over the course of a week that addressed challenges in education, income and health.

The “Week of Action” kicked off with a march and a community block party. One volunteer team led a school supply drive. Conway Corporation employees built a Born Learning Trail and Big Brothers, Big Sisters and employees of JJ’s Grill partnered to build another. To highlight the struggles of those living in poverty, United Way of Central Arkansas asked individuals to live on $25 for food during the Week of Action and blog about their experience. United Way of Central Arkansas organized donations of clinic supplies to the Conway Interfaith Clinic. Volunteers from Kimberly-Clark teamed up to renovate a house into an office for a nonprofit organization that provides extra-curricular activities for children with special needs. Hewlett-Packard volunteers took part in programs, played games, ate lunch, and spent time in conversation with seniors at the Conway Senior Citizen Center.

Nationwide, whether volunteers came out on a single day or over the course of a week, projects were completed as part of Day of Action. Volunteers could see that their work made a difference. But we will achieve our goals in education, income and health only if the spirit of the day lives on in the hearts and minds of volunteers, and that memory spurs them to action again and again.

“We really didn’t want to leave – we wanted to find somebody else to serve. Even though we’ve done other service projects, this was very humbling. Most of the residents we talked to are good people at heart, just had a bad situation.”

– UWCA volunteer Brandi Howard, who helped install a new floor in a mobile home

“WE WANTED TO FIND SOMEBODY ELSE TO SERVE”

The volunteer who read to a child on Day of Action now knows that the student will have a better chance in school if she finds a way to read to children once a week. A volunteer who gave a struggling mother a free bag of groceries on Day of Action will know that he and other volunteers need to help with long-term efforts to improve the mother’s financial stability. The child who ran and jumped and laughed during a United Way Day of Action field day needs volunteers on other days of the year to help him stay active.

“We wanted to find somebody else to serve,” said one volunteer during United Way of Central Arkansas’ Week of Action. That is the kind of volunteer United Way needs to nurture on Day of Action and the other 364 days of the year. When we do, we can inspire, lead and channel the collective passion and power of volunteers to create opportunities for a better life for all.

LIVE UNITED.
CORPORATE PARTICIPATION IN UNITED WAY DAY OF ACTION

The United Way Global Corporate Leadership program leverages the commitment and caring power of national and global corporations with United Way’s ability to improve lives and create lasting change. Global Corporate Leadership companies provide expert advice and resources to support corporate involvement in United Way Worldwide and local United Ways around the world.

We are grateful that all the Global Corporate Leadership partners listed below – plus many local and regional companies – engaged employee volunteers, leveraged their powerful brands and provided in-kind and financial support on United Way Day of Action this year.

3M
Abbott
Aetna Inc.
Agilent Technologies, Inc.
Allstate
AT&T
Bank of America
Best Buy Co., Inc.
Cargill
Ceridian Corporation
Chevron Corporation
Comcast
Costco Wholesale
Deloitte LLP
The Dow Chemical Company
Duke Energy
Eastman Kodak Company
Exxon Mobil Corporation
FedEx Corporation
Ford Motor Company
GE
General Mills, Inc.
General Motors
Goodyear Tire & Rubber
Hewlett-Packard Company
IBM
jcpenney
Johnson & Johnson
JPMorgan Chase & Co.
Kimberly-Clark Corporation
Lockheed Martin Corporation
Lowe’s Companies, Inc.
Nationwide Insurance
Pfizer Inc
PricewaterhouseCoopers LLP
Publix Super Markets, Inc.
Qwest Communications
Target
U.S. Bank
United Technologies
UPS
Valero Energy Corporation
Verizon
Walmart
Wells Fargo
Williams
Xcel Energy
NATIONWIDE MEDIA EXPOSURE FOR DAY OF ACTION

Along with local efforts to spread the word about the power of volunteering, United Way Worldwide made a successful national media push for United Way Day of Action and our call to action to recruit one million volunteer readers, tutors and mentors. In fact, a media service tracked 896 clips nationwide, with an estimated Earned Media Value of $1,135,219. What follows is a snapshot of that effort.

ARTICLES

- More than 250 media outlets – an extremely high number – picked up United Way Worldwide’s Day of Action news release from the wire. Sample sites include Yahoo!, Reuters, Market Watch and the national Business Journals.

- Print and online articles appeared in such publications as The Washington Post, Education Week, The Huffington Post, Roll Call, USA Today and The NonProfit Times.

- An Associated Press article was picked up by 16 print and online outlets.

- 17,500,000 impressions were generated through a Bloomberg Business week special section on innovative corporate partnerships.

SATELLITE MEDIA TOUR & BROADCAST

- A satellite media tour (SMT) featured 23 live interviews at the National Mall. Interviews included: CBS, ABC, NBC and FOX local TV stations and radio stations in major cities across the country, including a national radio interview on USA Radio Network (8+ million audience), plus one Nashville in-studio interview with United Way of Metropolitan Nashville. The SMT generated more than 40,000,000+ impressions through 120 local placements and one national placement (The Today Show).

- Local broadcast hits included TV network affiliates and radio outlets in New York, Los Angeles, Chicago, Philadelphia, Dallas, Denver, Salt Lake City, Cedar Rapids, Atlanta and Boston.

- Earned Media Value for the SMT was $95,548.

- “In the Know” TV spots ran on morning shows in at least six major markets: Los Angeles, Chicago, Philadelphia, Dallas, San Francisco and New York City.

- Four out of five Washington, DC TV news stations broadcasted the event multiple times.

- More than 389 radio spots aired, plus a Sirius XM Radio broadcast to its subscriber base.
ONLINE AND SOCIAL MEDIA

• **250,000 online impressions** were generated through liveunited.org and social media.

• On June 21, **liveunited.org was visited nearly 15,000 times**, a 20 percent increase over an average day.

• On Facebook, **1,125 people “liked” United Way** in anticipation of and on Day of Action – the highest ever increase from an average of 273. We also saw the highest number of interactions on Facebook in a single day, with **843 users posting comments, photos, and interacting with content on our wall.** Additionally, Day of Action posts by United Way Worldwide were **viewed more than 60,000 times** on Day of Action alone, generating more than **221,000 impressions.**

• On Twitter, our Hash Tags (#2011 Action, #Kids Win and #United Way) were **used 650 times** by individuals and organizations. That means that roughly **200,000 followers** were exposed to Day of Action messaging.

• **56 United Ways tweeted 247 times** about Day of Action on June 21 in addition to dozens of tweets by@live_united (national account).

• Blogs and tweets from media and other influential sources included **USA Today and Education Week.**

• On YouTube, there were nearly **100 videos tagged** as “United Way” or “Day of Action.”

• The tremendous online and social media buzz around the on-the-ground events for Day of Action were all displayed live on United Way Worldwide’s website so we could “see how people are volunteering” on June 21.
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