

**LOCAL WORKPLACE CAMPAIGN
TOOLKIT FOR EMPLOYERS**

LIVE UNITED

UNITED WE LIVE.

UNITED WE WIN.



Kings United Way

**Want to make a difference? Find out how at
WWW.KINGSUNITEDWAY.ORG**

LIVE UNITED

To “LIVE UNITED” means that we are willing to be part of something bigger than ourselves. It means that we are willing to lend a hand to our friends and neighbors when times get tough. The spirit of community is imbedded into the culture of Kings County and we hope you will join in the workplace campaign to keep that spirit alive.

The local workplace campaign will be starting soon and we have a renewed commitment to meeting our core mission of supporting local charities. We are reaching out to you to help us achieve that mission.

Local charities who receive support through United Way are well known and assist us all. They have been vetted by the Kings United Way Board of Directors and you can be certain they have met the criteria to be considered a United Way “affiliate”. The network of fourteen (14) local agencies supported through the United Way workplace campaign are listed below:

CASA of Kings County
Friends of the Kings County Library
Habitat for Humanity of Tulare/Kings Counties
Hanford Pentecostal-Homeless Showers
Happy Trails Riding Academy
Kings Community Action Organization
Kings County Commission on Aging
Lemoore Christian Aid
Paws & Claws
Reestablishing Stratford
Salvation Army
Soup Kitchen
St. Brigid’s Community Outreach Center
United Cerebral Palsy

Please join us in supporting local charities to ensure that-

- Children are safe and have the support they need to succeed.
- Families are financially stable and can meet life’s basic needs.
- All members of our community enjoy healthy and fulfilling lives.

We look forward to working with you.

Sincerely,

Nanette Villarreal
Executive Director

Monica Vargas
Program Specialist

2019-2020 Kings United Way Affiliates

CASA of Kings County

www.CASAKingsco.org

Advocates for the safety and well-being of children in the foster care system by training community volunteers.

Friends of the Kings County Library

www.kingscountylibrary.org/friends

A member-supported nonprofit organization that advocates, fundraises, and provides critical support for the Kings County Library and related literary and educational programs.

Soup Kitchen

www.saviourweb.com/ecos-soup-kitchen

Provides a hot lunch to individuals and families in need.

Hanford Pentecostal Church-Homeless Showers

Provides showers and hygiene items to the homeless.

Happy Trails Riding Academy

www.happytrailsridingacademy.org

Provides equine therapy for children and young adults with physical, cognitive, and emotional disabilities.

Kings Community Action Organization

www.kcao.org

Provides emergency food boxes to families in need throughout Kings County.

Lemoore Christian Aid

www.facebook.com/LCAcommunity

Provides food, clothing, and holiday baskets to families in need in the Lemoore area.

Kings County Commission on Aging

kccoa.org

Provides information & referral service, offer assistance, support & advocate for the senior citizens of Kings County.

Reestablishing Stratford

www.facebook.com/ReestablishingStratford

Provides positive community activities for adults and children in the Stratford area.

St. Brigid's Community Outreach Center

Emergency food, clothing, and other services provided regardless of religious affiliation.

Salvation Army

www.hanford.salvationarmy.org

Provides breakfast, food boxes, utility assistance, rent assistance, and holiday assistance to families in need.

United Cerebral Palsy

ucp.org

Works to advance the independence, productivity, and full citizenship of persons with disabilities. Provides education and support services.

Habitat for Humanity Tulare/Kings County

www.hfhtkc.org

Seeks to put God's love into action by bringing people together to build homes, communities, and hope.

Paws & Claws

www.pawsandclawsfundraising.org

Assists senior citizens with the cost of pet adoption fees and animal care.



Kings United Way

Recognition Ideas for Donors



Make it Fun! Ideas for Special Fundraising Events





Campaign Messaging

As your organization communicates with employees about the local workplace campaign, please highlight the following messages.

- 🗂️ The money raised here, stays right in our community.
- 🗂️ The words LIVE UNITED mean helping your neighbors when they are in need.
- 🗂️ Giving through payroll deduction is easy and you have a record of your charitable donations at the end of the year.
- 🗂️ United Way charities have been vetted by volunteers and are in good standing in our community.
- 🗂️ A little bit goes a long way. Even \$1 can purchase 5 lbs. of food for needy families.
- 🗂️ Volunteer at local charities to make our community stronger.

FREQUENTLY ASKED QUESTIONS

Kings United Way is a non-profit organization that has been in existence for over fifty (50) years. Our goal for the local workplace campaign is to raise much-needed funding for local charities that make our community better.

What Does Kings United Way do besides raise and allocate funding?

Kings United Way operates the county-wide 211 system which provides information on community resources through a call center, website, texting and a mobile app titled 211 Intelliful™. In addition to 211, the agency operates a regional Homeless Management Information System (HMIS) which is a database that houses information from homeless service providers. Both programs provide operating revenue for Kings United Way so that we can keep the overhead for the workplace campaign low.

Who runs Kings United Way?

Kings United Way is governed by a group of volunteer Board of Directors. Unlike other national organizations, Kings United Way is an independent 501c3 and is not governed by United Way Worldwide. We pay an annual membership fee to use the United Way name and gain access to workplace campaign resources.

Who decides what is distributed to each charity?

Kings United Way has very strict policies pertaining to honoring the designations of donors. If your employer does not operate a donor-designated workplace campaign, those funds are distributed by the Kings United Way Board of Directors. The allocation of those funds is based on an application from the agency, interview with the leadership of the organization and a site visit, if needed. You can be assured that your donation goes to local charities that use donations as represented and truly help those in need.

What is the overhead and how does it compare to other charities?

Kings United Way works very hard to keep overhead as low as possible. In 2018, our administration and fundraising percentage was 5%. On average, most United Ways have overhead rates at 10-20%.

Kings United Way is able to keep the overhead rates low because we have secured program grant funding to cover a large amount of our overhead costs.

Does my contribution stay here in Kings County?

Absolutely! Whether you designate to a charity to receive your gift or the Kings United Way Board of Directors allocate your gift, it will be given to a local charity.

What requirements must Kings United Way charities meet?

All affiliates of Kings United Way must be a tax-exempt organization that performs essential human services to Kings County residents. The agency must be governed by a volunteer Board of Directors and must meet reasonable standards of fiscal responsibility and efficiency.

What if someone I know needs help?

Kings United Way operates a free information and referral service called 211. You may dial 211, text your zip code to 898-211, visit the website at 211kingscounty.org or download the 211 Intelliful™ mobile app.





LIVE UNITED

**THANK YOU FOR
LIVING UNITED.**

Dear Friend:

Thank you for your support of the United Way workplace campaign. Your hard work and dedication to our community is what makes Kings County a great place to live and work.

We hope to see you and your team at the annual Turkey Trot, held Thanksgiving morning in beautiful downtown Hanford. The 5K walk/run is designed for the whole family and proceeds benefit our local charities.

In June 2020, the annual Day of Caring will feature a community service project directed to helping shut-in seniors. This would be a great team-building experience. Please contact us for more information at (559) 584-1536.

Thank you for your continued support.



125 West 7th Street
Hanford, California 93230
www.kingsunitedway.org