



Victoria County  
United Way

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## PARTNERING WITH VICTORIA COUNTY UNITED WAY MAKES GOOD BUSINESS SENSE!

Partnering with the Victoria County United Way means much more than just raising money for a good cause. As the leader of a local business, this is your opportunity to have a profound impact on our local community while reinforcing your reputation as a good corporate citizen.

A successful Victoria County United Way campaign creates a positive impact on your business, improves productivity, creates positive publicity and good will, and can help identify new and emerging leaders from your employees. Consider the following:

- 85% of Americans have a more positive image of a company or product when it supports a cause they believe in.
- The highest priorities for Americans, when looking at corporate support: education, economic development & health issues.
- 9 in 10 Americans believe that nonprofits and government should collaborate to solve pressing societal issues.
- 91% of Americans believe that companies should tell them how they are supporting causes.
- 79% would switch from one comparable brand to another if the other brand was connected to a good cause.

As these statistics show, consumers have high expectations; these days, societal needs and business growth are intrinsically linked. Aligning with your Victoria County United Way is one of the most effective ways to make a difference, improve your community and let consumers know that you are committed to positive change now and in the future.

### **We invite you and your business to LIVE UNITED.**

Please accept our invitation to support the Victoria County United Way Community Campaign with a corporate gift on behalf of your employees and customers who live and work in the “Golden Crescent”. You can choose to pay now, in quarterly payments starting in 2011, or on a specific date... the choice is yours! Your corporate pledge card is enclosed.

**IN VICTORIA  
WE STAND UP FOR  
OUR COMMUNITY.**

**WE WORK TOGETHER  
TO LEND A HAND  
AND IGNITE HOPE.**

**WE BRING OUT  
THE BEST  
IN OURSELVES  
AND CELEBRATE  
THE BEST  
IN OTHERS.**

**WE THRIVE ON  
GOOD IDEAS,  
HARD WORK AND  
INSPIRED VISIONS.**

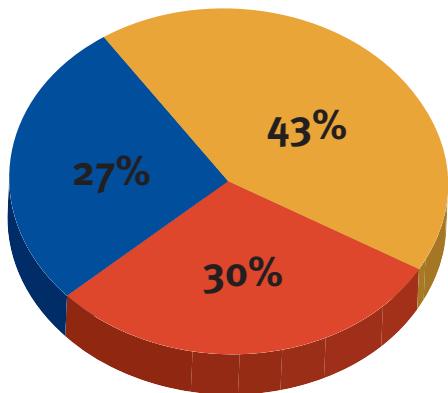
**THIS IS VICTORIA, TX.**

**THIS IS YOUR  
COMMUNITY  
AND YOUR UNITED WAY.**

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED.®**



**Victoria County United Way  
2011 Community Investment  
\$614,020**



**IMPROVING PEOPLE'S HEALTH  
HELPING FAMILIES BECOME STABLE & INDEPENDENT  
HELPING INDIVIDUALS ACHIEVE THEIR POTENTIAL**

IMPROVING PEOPLE'S HEALTH	2011 GRANT
Billy T. Cattan Recovery Outreach	\$31,800
CASA	\$32,000
Hope of South Texas	\$40,000
Mid Coast Family Services	\$56,456
STARS	\$40,000
Sub Total	\$265,256

HELPING FAMILIES BECOME STABLE & INDEPENDENT	2011 GRANT
American Red Cross	\$30,000
Gulf Bend Center	\$25,000
Food Bank of the Golden Crescent	\$18,000
Habitat for Humanity, Victoria	\$17,650
Perpetual Help Home	\$48,414
Victoria Senior Citizens	\$65,000
Victoria Christian Assistance Ministry	\$45,000
Sub Total	\$184,064

HELPING INDIVIDUALS ACHIEVE THEIR POTENTIAL	2011 GRANT
Boy Scouts, South Texas Council	\$10,600
Boys and Girls Club	\$62,500
Communities in Schools	\$26,000
Girl Scouts	\$11,000
Victoria Adult Literacy Council	\$19,100
VISD Foundation	\$2,500
YMCA	\$33,000
Sub Total	\$164,700

**GRAND TOTAL \$614,020**

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LIVE UNITED.®**

# TOP BENEFITS OF PARTNERING WITH YOUR VICTORIA COUNTY UNITED WAY

When your business supports Victoria County United Way, you know it benefits your community. But did you know how much it benefits your business? Here's how:

## LOCAL IMPACT

The money you raise here stays here, directly improving lives in your community. We support programs, initiatives and agencies right here in Victoria County and our service area includes DeWitt and Lavaca Counties. And a healthy, strong local community means a healthy, strong local economy.

## POSITIVE RECOGNITION

When you support Victoria County United Way in your workplace, you'll join more than several hundred other area businesses recognized for doing well by doing good in our community. Research shows that customers have a strong preference for businesses who "give back."

## ORGANIZATIONAL PRIDE

Whether you participate in a workplace campaign, make a corporate contribution, sponsor an event or take advantage of volunteer opportunities, your partnership with Victoria County United Way will provide your organization and employees the opportunity to take on leadership roles, engage in teambuilding, and grow morale, all while making our community a better place for us all.

## VOLUNTEER OPPORTUNITIES

Choose to participate as a group in our national "Day of Caring" or give a high-potential employee an opportunity for professional development as a Loaned Executive, all while participating in results-oriented, community-driven projects.

## CONVENIENCE & AFFORDABILITY

Through payroll deduction or other giving options, your employee donors will have a significant impact on their community without a significant impact on their wallets.

## EFFICIENCY

Victoria County United Way streamlines your charitable giving. Because we help to support 19 health and human service agencies and 21 programs while taking the lead on community-wide initiatives, the impact of your gift multiplies exponentially while simplifying the giving process.

## ACCOUNTABILITY

The Victoria County United Way allocations process is transparent, volunteer driven, and ensures that the investment dollars you raise are spent wisely and effectively to do the most good in our community.

## ACCESSIBILITY

Your Victoria County United Way drives initiatives that benefit us all. Your support will fund a vital network of health and human services throughout the region that will be there - should you, or your employees ever need them.