



HOMEUW

EMPLOYEE CAMPAIGN

MANAGER TRAINING



Heart of Maine
UNITED WAY



**UNITED
WAY**

Thank
you!

THE UNITED WAY DIFFERENCE



- **Mobilizes communities** to tackle the most pressing local challenges
- **Raises and invests resources** to improve lives and strengthen nonprofits
- Supports education, financial stability, and health—the **building blocks for a good quality of life**
- **Connects** people and organizations—businesses, nonprofits, and volunteers—to maximize impact
- Drives **long-term solutions** while also meeting immediate **basic needs**

OUR INITIATIVES & COLLABORATIONS



Heart of Maine
UNITED WAY

PROGRAMS

- Neighbors United Drives
- VolunteerME
- 211
- ALICE
- The COMMUNITY nonprofit hub
- Bundle

FUNDING

- Strategic Investment Grants
- Response Fund
- Innovation Fund
- Fuel Assistance Fund
- Crisis Response



Heart of Maine
UNITED WAY



UNITED WAY IS DYNAMIC & RESPONSIVE

11 pallets
2 community partners
3 hours

**Families have baby products,
food, hygiene items, and
school supplies**



THANK YOU
FOR HELPING US
FILL THE BUS



UNITED WAY FUELS BIG IMPACT

12 partners
15 volunteers

Over 1,500 kids in our
region have brand new
school supplies



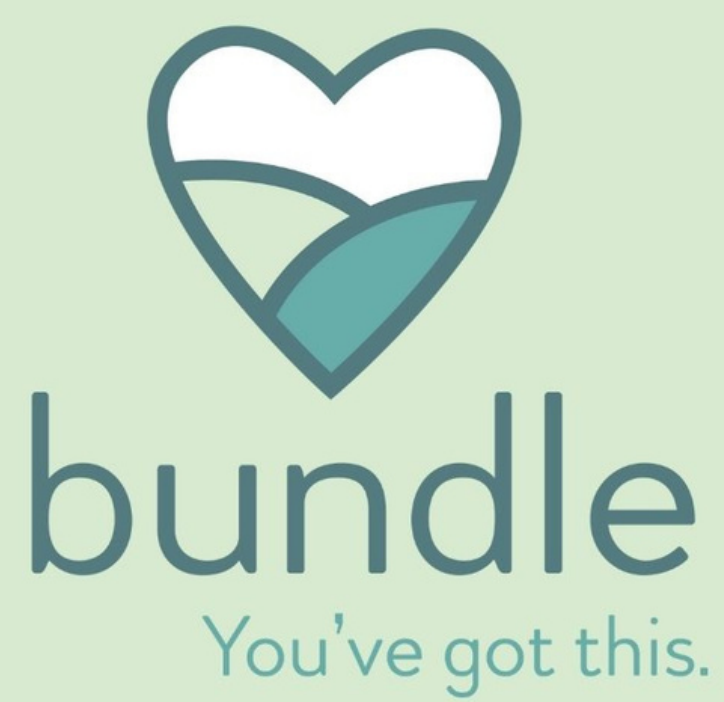
THE COMMUNITY
MAINE'S NONPROFIT HUB



UNITED WAY BUILDS NONPROFIT CAPACITY

19 professional offices
6 meeting and event rooms
8 shared spaces

Nonprofits innovating,
connecting, and scaling
their impact



Box 1 (0-3 months)

Box 2 (3-6 months)



Box 3 (6-9 months)

Box 4 (9-12 months)



UNITED WAY IMPLEMENTS CREATIVE SOLUTIONS



4 counties
4 boxes in the first year
Every family



STRATEGIC INVESTMENT GRANTS

ALICE - Asset Limited, Income Constrained, Employed
Bangor Area Homeless Shelter - Emergency Shelter
Bangor Region YMCA - Before and After School Program
Bangor Region YMCA - Early Childhood Education Program
Big Brothers Big Sisters of Mid Maine - Bangor Youth Mentoring Hub
Boys & Girls Club of Bangor - MakerSpace 2.0
Catholic Charities Maine - SEARCH (Seek Elderly Alone, Renew Courage & Hope)
Christine B. Foundation - Cancer Nutrition Assistance Program
Common Unity Place - CUP Program
Eastern Area Agency on Aging - Commodities Supplemental Food Program
Eastern Area Agency on Aging - Meals on Wheels
Family Violence Project - Recovery and Resilience Initiative
Family Violence Project - Somerset Advocacy Program
Good Samaritan Agency - Child Care Center
Habitat for Humanity of Greater Bangor - Affordable Homeownership Program
Hancock County Habitat for Humanity - Aging in Place Housing Plus
Healthy Acadia - Food for All
Healthy Peninsula - Healthy Eating Programs
Legal Services for Maine Elders - Legal Helpline for Older Mainers
Literacy Volunteers of Bangor - Adult & Family Literacy Program
Loaves & Fishes Food Pantry - Food Purchases
Maine MultiCultural Center - Maine MultiCultural Center Move-In Program
New Hope Midcoast - Waldo County Outreach Program
OHI - Brewer Area Food Pantry
Partners for Peace
Penobscot Bay YMCA - Waldo County Prevention & Harm Reduction Initiative
Penobscot Community Health Center - PCHC Transitional Housing Program
Penquis C.A.P., Inc. - Housing Assistance for Victims/Survivors of Human Trafficking
Penquis C.A.P., Inc. - Children's Advocacy Center
Penquis C.A.P., Inc. - Financial Capability Program
Preble Street - Hope House
Rural Youth Institute - Waldo Alliance for Mentorship
SKILLS Inc. - Employment Supports
SKILLS Inc. - Opportunities Driving School
St. Andre Home - CourageLIVES
211 Maine - 24/7 Confidential Helpline

FYE 26-28
PARTNERS

\$2.3 MILLION 131,000 PEOPLE SUPPORTED



RURAL YOUTH
INSTITUTE



PENOBSCOT BAY YMCA





A LEGACY *of giving*



YOUR IMPACT BY THE NUMBERS

\$1 **PER WEEK**
OR \$52 ANNUALLY

20 Nutritious meals for a family of five.

\$5 **PER WEEK**
OR \$260 ANNUALLY

75 Gallons of home heating fuel.

\$7 **PER WEEK**
OR \$364 ANNUALLY

1 Week of operating costs for a shelter bed.

\$15 **PER WEEK**
OR \$780 ANNUALLY

5 Outpatient SUD counseling sessions.

\$25 **PER WEEK**
OR \$1,300 ANNUALLY

1 Month of quality childcare.

CAMPAIGN PRIZES

ENTER TO WIN

homeunitedway.org/campaign-prizes



\$500 Gift Card To LL Bean



Mystery Prize from Versant Power



VIP Rock Box Experience for 6 to the 2026 Bangor Waterfront Concert of your choice AND \$600 gift card from Haley Ward (Blackout dates may apply)

**YOU CAN MAKE A
DIFFERENCE!**



ECM CHECK LIST



- ☐ **MEET** with your CEO to discuss vision for the campaign
- ☐ **EXPLORE** resources in the Campaign Toolkit
- ☐ **DEVELOP** a campaign plan including dates and goals.
- ☐ **RECRUIT** a committee to help plan and coordinate the campaign
- ☐ **KICKOFF** your workplace campaign!
- ☐ **MAINTAIN** enthusiasm and momentum by sending regular communications
- ☐ **HAVE** a United Way Team member do a campaign presentation for your team.
- ☐ **ORGANIZE** and invite co-workers to participate in a fun activity.
- ☐ **WORK** with your HoMEUW team member to meet your fundraising goal.
- ☐ **ANNOUNCE** your results to your organization!
- ☐ **THANK** your donors and committee volunteers.

HERE TO HELP

YOUR UNITED WAY CORPORATE ENGAGEMENT MANAGER IS READY TO ASSIST YOU AT ANY TIME!

CAMPAIGN TO-DO LIST!

A LEGACY *of giving*

For generations, people across the Heart of Maine have stepped up to care for their neighbors. That legacy of giving continues today—through you. Every gift powers change that makes our communities stronger.

Your support means families can put food on the table, children can arrive at school ready to learn, and seniors can remain safe and connected. It gives nonprofits the resources to meet urgent needs today and the partnerships to build lasting solutions for tomorrow. **When you give, you are investing in a thriving, resilient Heart of Maine.**

Our Goals

BASIC NEEDS

Meet basic needs and promote self-sufficiency for all.

SUBSTANCE USE DISORDER

Prevent, treat, and support recovery from Substance Use Disorder.

EARLY CHILDHOOD

Ensure all children have quality early learning experiences.

NON-PROFIT CAPACITY BUILDING

Build capacity so non-profits can grow, collaborate, and lead lasting change.

Our Impact

COUNTY	# Programs & Initiatives Funded	# Served by HoMEUW
Hancock County	16	28,858
Penobscot County	28	46,402
Piscataquis County	16	9,857
Somerset County	12	31,604
Waldo County	12	6,821
Washington County	13	10,700



homeunitedway.org

HEART OF MAINE UNITED WAY PLEDGE FORM



STEP 1: TELL US ABOUT YOURSELF

Mr. Mrs. Ms. M. or Dr.	First Name	Middle Initial	Last Name	Preferred Name
Home Address		City	State	Zip Code
Employer	Phone	☐ Cell ☐ Home ☐ Work	Email	☐ Personal ☐ Work
At Heart of Maine United Way, we offer a variety of volunteer opportunities to match your interests and skills. Please indicate all the volunteer activities you would be interested in. Select all that apply:				
☐ United Way grant review	☐ Nonprofit board or committee service	☐ Event planning & support		
☐ Fundraising	☐ Ongoing projects/office work	☐ General/other opportunities		
Thank you for your willingness to contribute your time and talents to your community!				

STEP 2: SELECT YOUR PREFERRED PAYMENT OPTION

☐ DIRECT GIFT Please write the amount below to indicate your preferred giving method: \$ _____ DIRECT GIFT TO BE PAID BY: ☐ Cash ☐ Card* ☐ Stock* ☐ Personal Check (enclosed) ☐ Bill me Monthly: \$ _____ ☐ Bill me Quarterly: \$ _____	☐ EASY PAYROLL DEDUCTION I want to contribute the following amount each pay period for a full year: MY GIFT PER PAY PERIOD: $\times$ PAY PERIODS PER YEAR: _____ ☐ \$20 ☐ \$40 ☐ \$60 or ☐ \$ _____ = _____ TOTAL ANNUAL GIFT \$ _____	☐ RECURRING GIFT Please contact me to assist with the setup of a recurring donation on my debit or credit card. ☐ COMBINE MY GIFT Please combine my gift with: _____ Name of spouse/significant other _____ * For security reasons, call (207) 941-2800 or visit HoMEUnitedWay.org/donate
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Those whose gifts are valued at \$1,000 or more will be recognized in our Leaders' Circle publication and on our website.

☐ I wish to remain anonymous ☐ Please list name(s) in all United Way publications as follows: _____

MY TOTAL ANNUAL GIFT: \$ _____

STEP 3: PLEASE CHOOSE HOW YOU WANT TO INVEST IN YOUR COMMUNITY

☐ COMMUNITY FUND I want my donation to have the most power by investing in local programs and services that are meeting the greatest needs right here in our region.	☐ ALLOCATE MY DONATION Basic Needs \$ _____ Early Childhood Development \$ _____ Substance Use Disorder \$ _____	☐ RESTRICTED 501(C)(3) CONTRIBUTION \$50 minimum. Please print 501(c)(3) name, address and federal EIN number below: _____ _____ _____ ☐ I do not wish to receive acknowledgement of my gift from the 501(c)(3).
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STEP 4: CONFIRM AND SIGN

Signature _____

Thank you
FOR INVESTING IN YOUR COMMUNITY

Thank you for your contribution to the United Way campaign. Please review your information for accuracy. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. If you have elected payroll deduction with your employer you will find proof of your donation on your pay stub or W-2. Heart of Maine United Way will provide tax receipts for all direct gifts of \$250 or more. Please consult your tax advisor for more information.

Heart of Maine United Way | 700 Mount Hope Avenue, Suite 101 Bangor, ME 04401 | 207.941.2800 | HoMEUnitedWay.org



Heart of Maine
UNITED WAY

ONLINE PORTAL

[Pledge Now](#) [My History](#) [Home](#) [My Profile](#) [Logoff](#)

Please select your pledge type

- ☐ I prefer to donate through payroll deduction
- ☐ I prefer to make a cash donation
- ☐ I prefer to donate with a check
- ☐ I prefer to be billed
- ☐ Credit Card
- ☐ I prefer to give a gift of stock - Please call (207) 941-2800
- ☐ Sorry, I don't wish to give at this time.

Campaign Central Campaign Presentation **Signup.**



Heart of Maine United Way Campaign Presentations

Please use this page to schedule your
campaign presentations!

If you have any questions or would like to
[reserve a time not listed](#), please contact
us at [207-941-2800](tel:207-941-2800) or
campaign@homeunitedway.org.

Thank you!

Name *

Email *

What presentation format works best for you this year? *

- ☐ In-Person (preferred!)
- ☐ Virtual - we'll provide the meeting link
- ☐ Virtual - we want to use a United Way provided Zoom link

Schedule

HAVE FUN!



Share on Socials!

SPECIAL EVENTS



COOL SCHOOL
PHOTOS TO KEEP KIDS WARM

Join us at the
**Marketing Mansion for
Throw-Back School
Pictures!**

1 Choose your retro background.
2 Strike a pose.
3 Raise money for those in need.*
4 Share on social.

\$10 Per Digital Photo
Tuesday Dec. 13 | 11am - 1pm
150 State St., Bangor

*100% of the proceeds go to the Heart of Maine United Way

Sutherland Weston | United Way Heart of Maine United Way



- Great PR for your organization! (showcases company culture & recruitment)
- Engages the community
- Spreads the mission of HoMEUW



QUESTIONS?



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