

HEART OF MISSOURI UNITED WAY LOANED EXECUTIVE PROGRAM

*Making an impact in the
community since 1977*

3M
ABC 17
Job Point
Adventur.es
Bank of America
Boone Hospital Center
Central Bank of Boone County
Columbia College
Columbia Insurance Group
Commerce Bank
Eurofins
First State Community Bank
CenturyLink
Isle of Capri Casino
JC Penney
Kraft Heinz
KRCG-TV 13
MFA Inc.
MFA Oil
MBS Textbook Exchange
Missouri Employers Mutual
Primaris
Providence Bank
Quaker Oats PepsiCo
Red Cross Blood Center
Regions Bank
Salton
Schneider Electric
Shelter Insurance Companies
Silvey Corporation
Simmons Bank
State Farm Insurance
University of Missouri
UM Health System
UMB Bank
U.S. Bank
Veterans United Home Loans
Woodruff Sweitzer



2020 TIMETABLE:

LEs are selected & names submitted to United Way July 3
Training dates August 6, 13 & 20
Agency Tour date August 21

Option 1:

Starter LE immersion experience
at Heart of Missouri United Way August 24-September 25

Option 2:

Closer LE immersion experience
at Heart of Missouri United Way September 23-October 27

TRAINING #1: AUGUST 6

- Welcome to Heart of Missouri United Way
- What is United Way?
- About Community Impact
- Impact Area: Financial Stability & Health
- Volunteer project
- Presenting with Impact
- Your work with CEOs
- Your work with Employee Campaign Coordinators

TRAINING #2: AUGUST 13

- Basic sales skills
- Making calls
- Relationship building
- Presenting with Impact
- Public speaking
- Impact Area: Education
- Volunteer project

TRAINING #3: AUGUST 20

- Crafting your message
- Account management system
- Campaign & personal goals/your account list
- Impact Area: Basic Needs
- Volunteer project
- Speakers Bureau



Facebook: @HeartofMissouriUnitedWay

Twitter: @uwheartmo

Instagram: @uwheartmo

HEART OF MISSOURI UNITED WAY

105 E. Ash St., Suite 300
Columbia, MO 65203
Phone: 573-443-4523
Fax: 573-874-1285



LOANED EXECUTIVE PROGRAM

TO IMPROVE LIVES IN
OUR COMMUNITY.

GIVE. ADVOCATE. VOLUNTEER.



HEART OF MISSOURI UNITED WAY LOANED EXECUTIVE PROGRAM

Each year, community-minded employers lend key personnel to United Way to serve as full-time fundraisers during the annual campaign.

These Loaned Executives give United Way essential “person-power” to take our message to local workplaces. And their generous gift of time and energy helps keep administrative costs associated with the campaign down.

WHAT DO LOANED EXECUTIVES DO?

Loaned Executives lend their talents and skills to developing successful workplace campaigns at companies and organizations throughout the mid-Missouri area. They help:

- Meet with business owners, CEOs and community leaders.
- Organize, develop and manage workplace campaigns.
- Communicate to employee groups about how United Way can help them multiply their impact in our local community.
- Set financial and non-financial goals and monitor progress.
- Assist/motivate Employee Campaign Coordinators in planning and completing their campaigns.
- Organize/execute campaign events, speakers and tours of United Way partner nonprofits.

HOW DO PARTICIPANTS IN THE PROGRAM BENEFIT?

The Loaned Executive program offers your staff an outstanding leadership opportunity by providing training in selling, public speaking, time management and problem solving. Both you and your employee will benefit from:

- Enhanced management and communication abilities.
- Improved organizational, managerial, presentation and analytical skills.
- Greater knowledge of community needs and the network of health and human service programs addressing those needs.
- An increased network of business contacts.
- Demonstrate your commitment to corporate social responsibility
- Your employee will return to you enthusiastic and inspired about our community. Ask them to share their skills and knowledge with their peers and to become your company's Employee Campaign Coordinator next year.



WHO SHOULD PARTICIPATE AS A LOANED EXECUTIVE?

Employees from all areas of your business can benefit from and contribute to the program. Consider:

- A middle manager who could benefit from experience not available in his or her current assignment.
- Someone you want to “immerse” in the community.
- Your most recent management/supervisor hire.
- A recent retiree.

HOW CAN MY COMPANY PARTICIPATE?

- Provide a full-time Loaned Executive for five weeks during the annual fall community campaign. In return, the Loaned Executive will receive a minimum of three full-day training sessions over the summer. You may choose to loan a “starter” Loaned Executive for the first five weeks of the campaign, or a “closer” Loaned Executive for the second five weeks.
- Run an internal contest for interested employees to apply or compete to be accepted. Celebrate the chosen individual.
- Recognize that person once their five-week session is completed. Invite them to speak to the staff about what they learned about our community from their experience.

To get started as a Loaned Executive, contact Campaign Director David Holtgraewe at 573-443-4523 or at DHoltgraewe@uwheartmo.org.



– Jason Sickmeier
Simmons Bank
2019 Loaned Executive



– Brian Myers,
Providence Bank,
2018 Loaned Executive



“My time spent with Heart of Missouri United Way as a loaned executive truly was an amazing experience. It was great to be able to collaborate with other loaned executives, work alongside United Way staff, and learn how we can all better make a difference for those in our community that need assistance. I’m extremely proud of my employer’s standing in the community and was honored to be chosen to represent my company; I’m very grateful to have been given the opportunity that afforded me the chance to further grow both personally and professionally!”

“I had the privilege of spending five weeks as a Loaned Executive for the Heart of Missouri United Way. It was a very humbling experience. It was a pleasure working with the United Way staff, partner agencies and employers throughout Columbia. The experience truly changed me in a way I was not expecting. There is such a need in our community and the United Way helps answer that call. I am grateful to my employer for allowing me to take part in the Loaned Executive Program. It was great getting to visit businesses and partner agencies throughout Boone County. Lots of opportunity to network and explore all areas of Columbia. If you have the opportunity to serve consider yourself blessed. The experience will stay with you forever.”

“Being a loaned executive was an extremely eye-opening experience. I always knew our community had needs, but before becoming a part of United Way, I didn’t know exactly what those needs were. It was truly humbling to see first-hand how the donations were making a difference. I felt like I was finally impacting my community and I grew as an individual; both professionally and personally.

I know that by participating in United Way, Central Bank of Boone County has deepened its relationship with multiple non-for-profits in surrounding counties as well as assist in support. I, and the rest of the loaned executives will take our new-found confidence and leadership back to our daily work environment and encourage others to get involved, as well. I am exceptionally grateful for this opportunity and urge anyone to get their company and employees involved.”

Marissa Bacon
Central Bank of Boone County
2018 Loaned Executive