



Heart of Missouri United Way

HEART OF MISSOURI UNITED WAY 2021 DIGITAL CAMPAIGN

CAMPAIGN BRIEF

Heart of Missouri United Way fights to improve lives in our community. Our community wins by Living United: By responding to changing community needs. By forging strategic partnerships and fostering effective solutions to tackle local issues. By harnessing the best resources and inspiring others to join the fight in addressing persistent disparities. We strive to engage all community members, especially those whose voices have traditionally been marginalized and silenced through structural racism and other forms of oppression. We work with residents and public and private partners to co-create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create a more equitable community.

The purpose of the 2021 Heart of Missouri United Way Campaign is to continue to advance equity in our community. Our goal is to raise money to help people facing the most disadvantage in our community. We advance equity through vital Community Impact Investments in programs that improve Health, Education, and Financial Stability outcomes for the most vulnerable people in our community. The Campaign also supports the co-creation of solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive.

OVERVIEW

The Heart of Missouri United Way Digital Campaign Brief (this document) provides marketing and communications tools to support a successful digital campaign, including pledge forms. This document is divided into sections by content type. Each item is listed with a file type linked to the media and information on when and how to use each item. There is a comprehensive table of media resources, with links to all content, located at the end of this document.

HEART OF MISSOURI UNITED WAY SOCIAL MEDIA ACCOUNTS

Facebook: @UWHeartMO

Twitter: @UWHeartMO

Instagram: @UWHeartMO

LinkedIn: Heart of Missouri United Way

TABLE OF CONTENTS

Heart of Missouri United Way 2021 Digital Campaign	
Campaign Brief	
Overview	
Heart of Missouri United Way Social Media Accounts	
Digital Campaign Content	4
UNITED WAY 101	4
Who We Are (PDF)	4
What a Dollar Provides (PDF)	5
Equity Challenge Campaign Brief (PDF)	6
Why We LIVE UNITED (4 minutes)	7
Change Doesn't Happen Alone (:30 Sec)	7
Change Doesn't Happen Alone (:60 Sec)	8
BROCHURES	9
Education Brochure	9
Financial Stability Brochure	10
Loaned Executive Brochure	11
Pacesetter Brochure	12
Corporate Opportunities Brochure and Pledge Form	13
WORKPLACE POSTERS	14
Education Poster	14
Financial Stability Poster	15
Health Poster	16
Changing My Life Poster	17
COMMUNITY RESOURCES	18
United Way 211	18
Singlecare Information in English and Spanish	19
WEB AD BANNERS	20
Health 970x90	20
Health 728x90	20
Health 320x50	20
Health 300x250	20
Health 160x600	21
Education 160x600	21

Education 300X250.....	21
Education 728X90.....	22
Financial Stability 160x600.....	22
Financial Stability 300X250	23
Financial Stability 728X90	23
Impact 160x600	24
Impact 300X250.....	25
Impact 728X90.....	25
Impact – Win 160x600.....	26
Impact – Win 300X250	27
Impact – Win 728X90	27
Fight 728x90	27
Fight 320x50	27
Fight 320x50-2	27
Fight 300x250	28
Fight 160x600	28
Fight 300x600	28
SOCIAL MEDIA	30
Social Media 101	30
ANDAR E-PLEDGE	31
Andar E-Pledge for Companies.....	31
E-Pledge Fact Sheet	31
Andar E-Pledge Self Registration.....	31
PLEDGE FORMS	32
United Way Community Campaign	32
United Way Pledge Payment Update	33
Workplace Campaign.....	34
City of Columbia.....	35
Columbia Public Schools	36
University of Missouri Workplace Campaign.....	37
University of Missouri Retiree Campaign	38
United Way Company Contribution.....	39

DIGITAL CAMPAIGN CONTENT

UNITED WAY 101

WHO WE ARE (PDF)



WE LIFT UP PEOPLE.

LIVE UNITED

Hart of Missouri United Way fights for equity in health, education and financial stability for every person in our community. We are more than fundraisers. We are hand raisers. We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

COMMUNITY IMPACT

- We raise awareness of community issues and mobilize the power of community to raise funds that address inequity – the most pressing issue in our community.
- Our volunteer driven investment process directs funds to support those individuals and families most in need.
- United Way works closely with the City of Columbia and Boone County to complement and align funding.
- We use data to inform investment decisions and evaluate grant performance.
- United Way invests in local nonprofit organizations in the areas of health and basic needs, education and financial stability.
- Join the Equity Challenge to learn how to be a leader in the fight for equity.

75 YEARS OF SERVICE

- United Way has invested more than \$91 million since 1946 to improve lives in our community.
- In 2020, United Way raised close to \$3.3 million to help our community.
- We provided nearly \$400,000 in emergency funding through COVID Emergency Grants.
- United Way Volunteers approved a three-year investment of \$3 million dollars, \$1M per year to improve the health of our members of our community. This is the largest investment United Way has ever made in Health.
- We are leaders in the fight for equity in our community, developing an Equity Fund and Equity Advisory Council.

\$3.3M
in community investment will help meet the growing need our friends, coworkers, and neighbors are experiencing.

JOIN THE EQUITY CHALLENGE



The challenge ahead is clear: Systemic barriers prevent many of our friends and neighbors from accessing the resources, supports, opportunities and networks they need to thrive. We must continue to fight for equity because we know without inequity poverty would not exist.

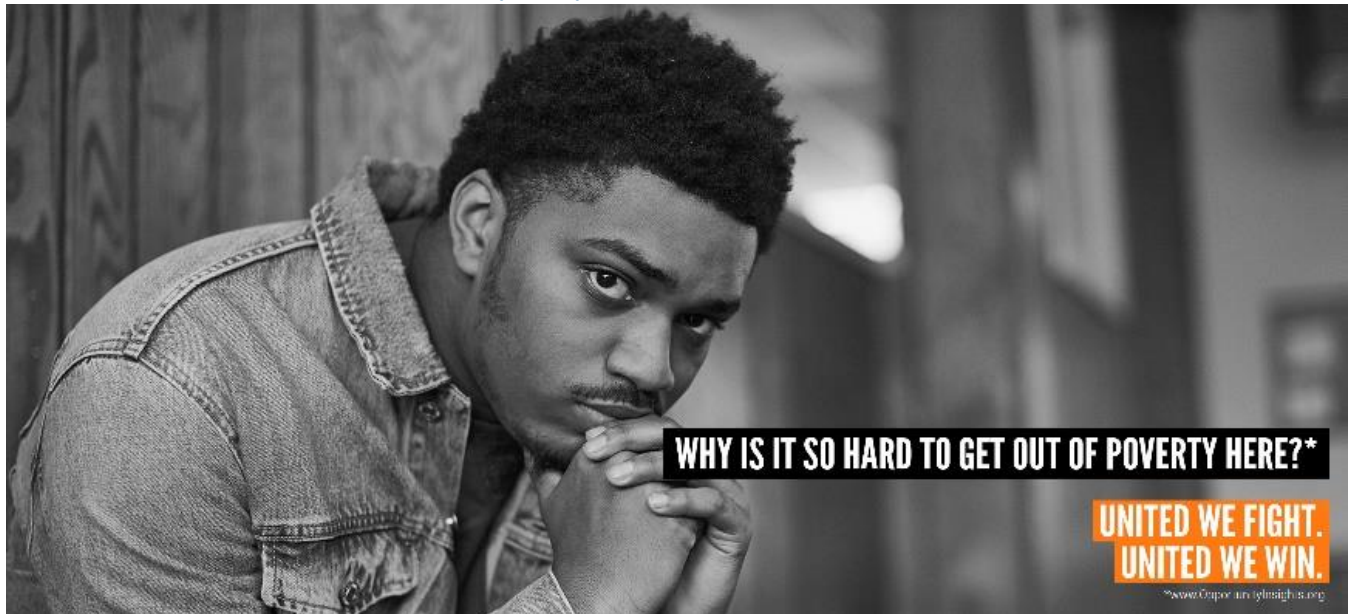


File Type: [PDF](#)

When to Use: Use this document to provide a high-level overview of United Way, who we are and what we do. Refer to this document for presentation talking points.

How to Use: This document may be shared with CEOs, ECCs and Campaign Partners as well as any audience members in your presentations. Bullet points from this document may be used for talking points.

WHAT A DOLLAR PROVIDES (PDF)



WHAT A DOLLAR BUYS

LIVE UNITED

Your gift of **\$100** pays for:

One night in an overnight shelter

One hour of occupational skills training

One visit for oral health education, oral health screening, fluoride application and referrals (as needed)

AND

Five children receiving **one hour** of education programming

Less than \$2/week changes lives.

Be the solution, donate today by visiting: www.UWHeartMO.org

File Type: [PDF](#)

When to Use: Use this document to demonstrate how donors can make a difference in the lives of individuals in our community. This document also highlights the value of giving to United Way, which provides investments in a network of programs that achieve outcomes in Health, Education, and Financial Stability.

How to Use: This document may be shared with CEOs, ECCs and Campaign Partners as well as any audience members in your presentations. Bullet points from this document may be used for talking points.

EQUITY CHALLENGE CAMPAIGN BRIEF (PDF)



File Type: [MP4](#)

When to Use: Use the Equity Challenge Campaign Brief to introduce organizations the foundation of the work that we do, equity. Everyone deserves the opportunity to reach their full potential. We recognize structural racism and other forms of oppression have contributed to persistent, systemic barriers which create significant disparities in health, education, and financial stability outcomes for black people. The Equity Challenge is designed to empower everyday individuals to become leaders in the fight against racism.

How to Use: Invite all CEOs, ECCs and Campaign Partners to join us on the Equity Challenge and encourage employees to participate. Invite them to sign up here:

<https://bit.ly/UnitedWayEquityChallenge>

WHY WE LIVE UNITED (4 MINUTES)



Heart of Missouri United Way
#LIVEUNITED And DONATE Today @
uwheartmo.org

File Type: [MP4](#)

When to Use: This four-minute Heart of Missouri United Way video during presentations to provide audiences with community member perspectives on the importance of United Way's work in our community. This can be used as an intro to virtual meetings and employee kickoffs.

How to Use: Download the MP4 file. Video can be provided to ECCs.

CHANGE DOESN'T HAPPEN ALONE (:30 SEC)



File Type: [MP4](#)

When to Use: This :30 United Way Worldwide PSA can be used during presentations to introduce the scope of United Way's work. This can be used as an intro to virtual meetings and employee kickoffs.

How to Use: Download the MP4 file. Video can be provided to ECCs.

CHANGE DOESN'T HAPPEN ALONE (:60 SEC)



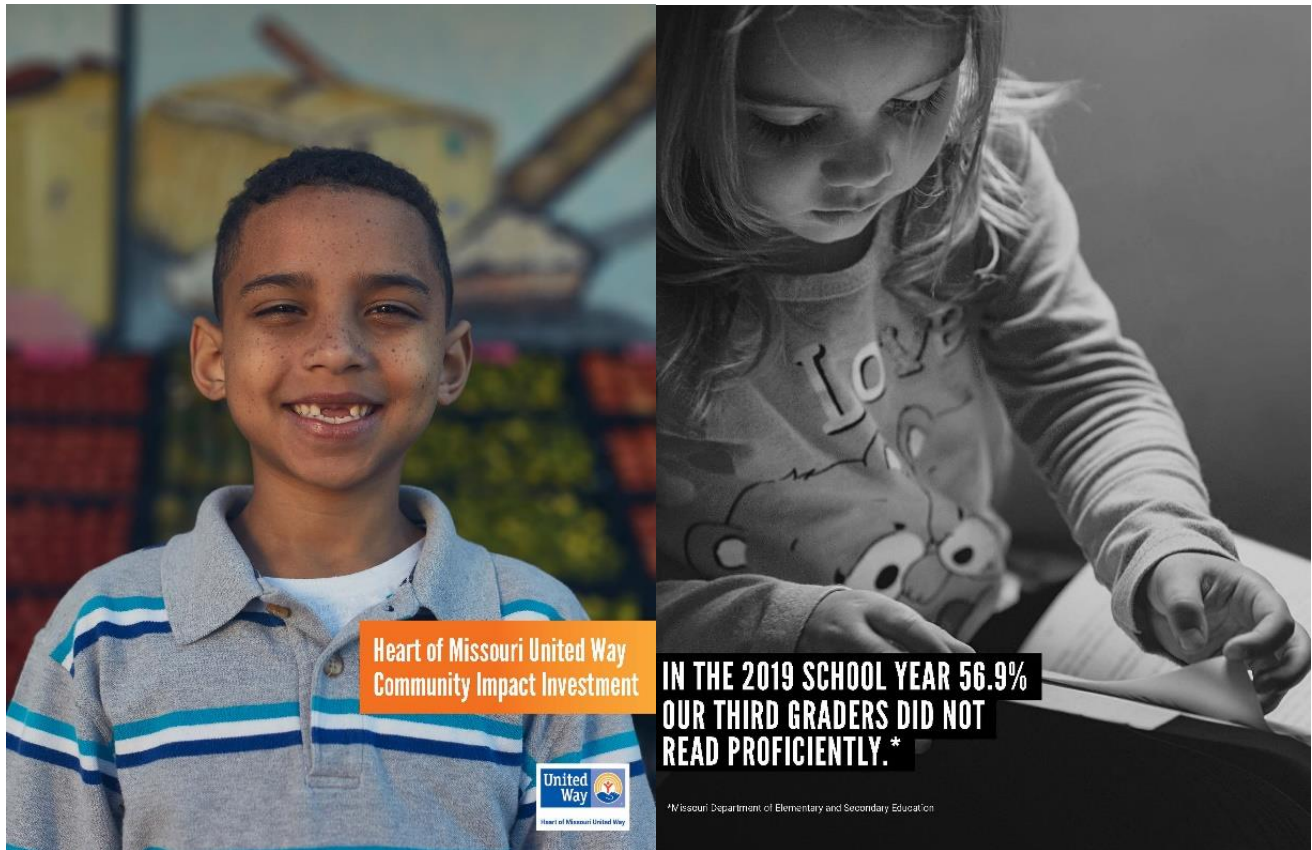
File Type: [MP4](#)

When to Use: This video :60 United Way Worldwide PSA can be used during presentations to introduce the scope of United Way's work. This can be used as an intro to virtual meetings and employee kickoffs.

How to Use: Download the MP4 file. Video can be provided to ECCs.

BROCHURES

EDUCATION BROCHURE



File Type: [PDF](#)

When to Use: Use the Education Brochure to demonstrate how United Way removes barriers to academic success for young people in our community.

How to Use: Share this content by email with CEOs, ECCs and Campaign Partners.

FINANCIAL STABILITY BROCHURE



File Type: [PDF](#)

When to Use: Use the Financial Stability Brochure to demonstrate how United Way removes barriers to financial stability and economic mobility for individuals and families in our community.

How to Use: Share this content by email with CEOs, ECCs and Campaign Partners.

LOANED EXECUTIVE BROCHURE

HEART OF MISSOURI UNITED WAY LOANED EXECUTIVE PROGRAM

Making an impact in the community since 1977

3M
ABC 17
Job Point
Adventures
Bank of America
Boone Hospital Center
Central Bank of Boone County
Columbia College
Columbia Insurance Group
Commerce Bank
Fidelity
First State Community Bank
CenturyLink
Isle of Capri Casino
JC Penney
Kraft Heinz
KRCG-TV 13
MFA Inc.
MFA Oil
VBS Textbook Exchange
Missouri Employers Mutual
Pinnacle
Providence Bank
Quaker Oats PepsiCo
Reo Cross Blood Center
Regions Bank
Sallie Krawcheck
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 Switzer



2020 TIMETABLE:

Training dates: August 3-11 & 22-29
Agency "Go" date: August 31
Option 1: Bureau of Missouri United Way: August 24-September 22
Option 2: Career & Financial Expo: September 23-October 27
Heart of Missouri United Way

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 is the work
- Your work is the work
- Your work is the work

TRAINING #2: AUGUST 13

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

TRAINING #3: AUGUST 20

- Getting your message
- Account management systems
- Campaign & personal goals/your account list
- Impact Area: Basic Needs
- Volunteer project
- Success stories

Facebook: @Heart of Missouri United Way
Twitter: @Heart of Missouri United Way
Instagram: @Heart of Missouri United Way

HEART OF MISSOURI UNITED WAY
101 N. Ash St., Ste. 1000
Columbia, MO 65202
Phone: 573.474.4073
Fax: 573.474.1285



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 and key persons to United Way, co-sponsors fundraise for 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 have their own unique skills to developing successful workplace campaigns at companies and organizations throughout the state of Missouri.
- 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 track progress.
- Assist with a Workplace Campaign Coordinator in identifying and controlling the campaign.
- Organize/execute or participate in 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 learning opportunity by providing training in selling, public speaking, time management and problem solving. Both you and your employee will benefit from:
- Enhanced management and customer service 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 expanded network of business contacts
- Development of your company's 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 have the potential to contribute to the program. Consider:
- A middle manager who could benefit from experience not available only in their current position.
- Someone you want to "stretch" in the community.
- Your most recent hire or new 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 "Student" Loaned Executive for the first five weeks of the campaign, or a "Senior" Loaned Executive for the second five weeks.
- Join in internal content for "intentional" employees to apply or compete to be accepted. Celebrate the chosen individual.
- Recognize that person or all three-week sessions is completed, invite them to speak to the staff about what they've learned about our community from their experience.

For get more on Loaned Executive contact: Cynthia Gaudin, Director of Development at 573.474.4073 or at development@heartofmissouri.org.



My role is to help the Heart of Missouri United Way as a Loaned Executive by helping to develop and implement workplace campaigns. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign.

I have the pleasure of spending two weeks as a Loaned Executive for the Heart of Missouri United Way. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign.

It has been a great experience being a Loaned Executive for the Heart of Missouri United Way. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign.

It has been a great experience being a Loaned Executive for the Heart of Missouri United Way. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign. I am currently working with the Heart of Missouri United Way to help them reach their goal of raising \$1 million for the annual campaign.

File Type: [PDF](#)

When to Use: This form is typically used in June when soliciting companies to provide a Loaned Executive. This brochure may also be provided to any companies interested in learning more about the Loaned Executive Program.

How to Use: This brochure can be emailed as a PDF. It is also available in print at the United Way office for use during in-person meetings.

PACESETTER BROCHURE



BY JUNE 26:
Complete this form online at uwhheartmo.org/Pacesetter
and email to: DHollograewe@uwhheartmo.org, or fax to:
573-874-1265.

2019 PACESETTER COMPANIES

SM
Auto Center Insurance
Baker of Columbia
Baker County Family
Residence
Baker Hospital Center
Baker River of Boone County
City of Columbia
Columbia Insurance Group
Commerce Bank
Dunbar
First State Community Bank
Hawthorn Bank
Mercedes-Benz of Columbia
Miller Professional Imaging
Missouri Employers Mutual
Pendergast House
RUSH Medical Center Hospital

2019 PACESETTER AGENCIES

Columbia Housing Authority
Family Health Center
First Chance for Children
Greene & Pyle Inc.
Hennrichsen Early Learning
Center
Heart of Missouri CASA
Heart of Missouri United Way
Jabbarowicz Studios Inc.
Job Point
Love INC.
Lutheran Home for Children's
Services
Mary Kay Johnson
Community Learning Center
Mid-Missouri Local Services
Phonics Programs
Services for Independent
Living
United Way for Central &
Northwest Missouri
United Way for Central &
Northwest Missouri
United Way for Central &
Northwest Missouri
United Way for Central &
Northwest Missouri

PACESETTER KEY DATES

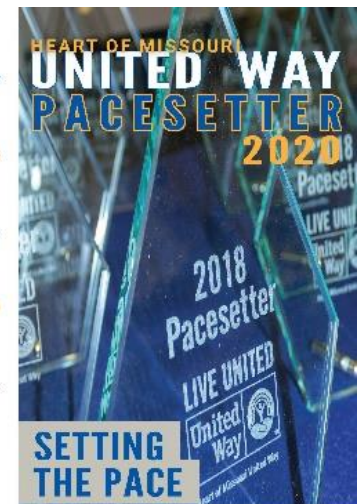
6.26 Go online to being a Pacesetter by
signing and submitting the employee
Pacesetter commitment form.

8.11 Your Employee Campaign Coordinator
attends the United Way campaign
training.

10.1 By 1000H Submit your corporate and employee
campaign pledges.

10.16 2019 HOFM Award the Pacesetter Recognition &
Agency Ceremony at a luncheon hosted by
Baker Hospital Center.

Facebook: @HeartofMissouriUnitedWay
Twitter: @uwhheartmo
Instagram: @uwhheartmo



HEART OF MISSOURI UNITED WAY
105 E. Ash St., Suite 300
Columbia MO 65203
Phone: 573-443-4523
Fax: 573-443-4525



PACESETTERS LEAD THE WAY

Pacesetters set the pace and build momentum for the annual Heart of Missouri United Way campaign that benefits local people in need. When Pacesetters lead, others will follow. We invite you to become a Pacesetter!

PACESETTER CRITERIA

TO BECOME A PACESETTER, AN ORGANIZATION COMMITTS TO:

1. **PLEDGE** a combined corporate and employee gift of more than \$4,000.
2. **SUBMIT** corporate and employee campaign results by October 1.
3. **PLAN AND CONDUCT** employee campaigns that achieve at least two of the following benchmarks:
 - 80% of donors give through payroll deduction or monthly giving
 - 10% increase in employee participation
 - 2% increase in total corporate & employee pledges
 - 80% of employees participating/pledging
 - 2% increase in average gift from employees
 - 10% increase in corporate gift
 - Participation in the United Way Day of Caring

PACESETTER RECOGNITION

THE RECOGNITION PROGRAM FOR PACESETTER COMPANIES INCLUDES THE FOLLOWING COMPONENTS:

- Your company will be honored in community-wide advertising.
- Your company will be invited to the Pacesetter Recognition & Awards Breakfast and will be listed in the press release for this event.
- Your company will receive a Pacesetter Award.
- Your company will be listed on the Heart of Missouri United Way website.

THE 2019 HEART OF MISSOURI UNITED WAY CAMPAIGN RAISED FUNDS TO SUPPORT OUR 34 MID-MISSOURI PARTNER AGENCIES, OF WHICH \$1,265,327 WAS RAISED BY PACESETTER COMPANIES AND PARTNER AGENCIES.

PACESETTER EMPLOYEE CAMPAIGNS

THE FOLLOWING STEPS ARE RECOMMENDED TO HAVE A SUCCESSFUL PACESETTER EMPLOYEE CAMPAIGN:

- The CEO personally endorses and actively supports the Pacesetter employee campaign.
- The CEO designates an enthusiastic Employee Campaign Coordinator who is given the time and resources needed to conduct a successful, goal-oriented campaign.
- The Employee Campaign Coordinator attends the Heart of Missouri United Way training session and actively seeks support from United Way staff and volunteers.
- Using the United Way campaign video, speakers and agency tours, employees are educated about the impact of their gifts in the community.
- Fun activities are included in the Pacesetter employee campaign plan.



HEART OF MISSOURI UNITED WAY 2020 PACESETTER COMMITMENT FORM

TAKE THE LEAD. BE A PACESETTER.

EXECUTING A SUCCESSFUL PACESETTER CAMPAIGN

- Our company will pledge a combined corporate and employee gift of more than \$4,000.
- I will personally endorse the Pacesetter campaign to my employees.
- I will encourage key management participation.
- I will allow the Employee Campaign Coordinator sufficient time for training and coordination of a successful campaign.
- Our Employee Campaign Coordinator and I will jointly set employee campaign goals consistent with 2020 Pacesetter criteria.
- We will report our corporate and employee campaign results no later than noon on October 1.

PERSONAL CEO COMMITMENT:

- ☐ Our company agrees to participate as a 2020 Pacesetter Candidate.
- ☐ I appoint _____ as Employee Campaign Coordinator.

Please submit this form online at uwhheartmo.org/Pacesetter and email to: DHollograewe@uwhheartmo.org, or fax to: 573-874-1265 by June 26.

CEO signature: _____

Company: _____

Date: _____

File Type: [PDF](#)

When to Use: Pacesetters are engaged in June and set the pace and build momentum for the Campaign. This brochure can be shared with companies who want to run early campaigns. Pacesetters complete Campaign by September.

How to Use: This brochure is sent to all companies being solicited as Pacesetters. It is available in print at the United Way office for use during in-person meetings. Use this brochure to record company commitments.

CORPORATE OPPORTUNITIES BROCHURE AND PLEDGE FORM



YES! WE SUPPORT OUR COMMUNITY!

**YOU HAVE THE
POWER TO
CHANGE OUR
COMMUNITY.**

OUR MISSION:

The Heart of Missouri United Way fights to improve lives in our community.

OUR VISION:

Our community wins by Living United: By responding to changing community needs. By forging strategic partnerships and fostering effective solutions to tackle local issues. By harnessing the best resources and inspiring others to join the fight in defeating barriers to basic needs, health, education and financial stability.

OUR VALUES:

At Heart of Missouri United Way, we value:

- Trust
- Adaptability
- Equity
- Empathy
- Professionalism
- Perseverance

**JOIN THE FIGHT
LIVE UNITED**



Facebook: @HeartofMissouriUnitedWay
Twitter: @uwheartmo
Instagram: @uwheartmo



JOIN THE FIGHT TO IMPROVE LIVES IN OUR COMMUNITY.

GIVE. ADVOCATE. VOLUNTEER.

HEART OF MISSOURI UNITED WAY
105 E. Ash St., Suite 300
Columbia, MO 65202
Phone: 873-443-4552
Fax: 873-874-1285



File Type: [PDF](#)

When to Use: Provide this brochure to any organization or company interested in supporting United Way. Corporate commitments are recorded by using this brochure which has been converted to a fillable digital form.

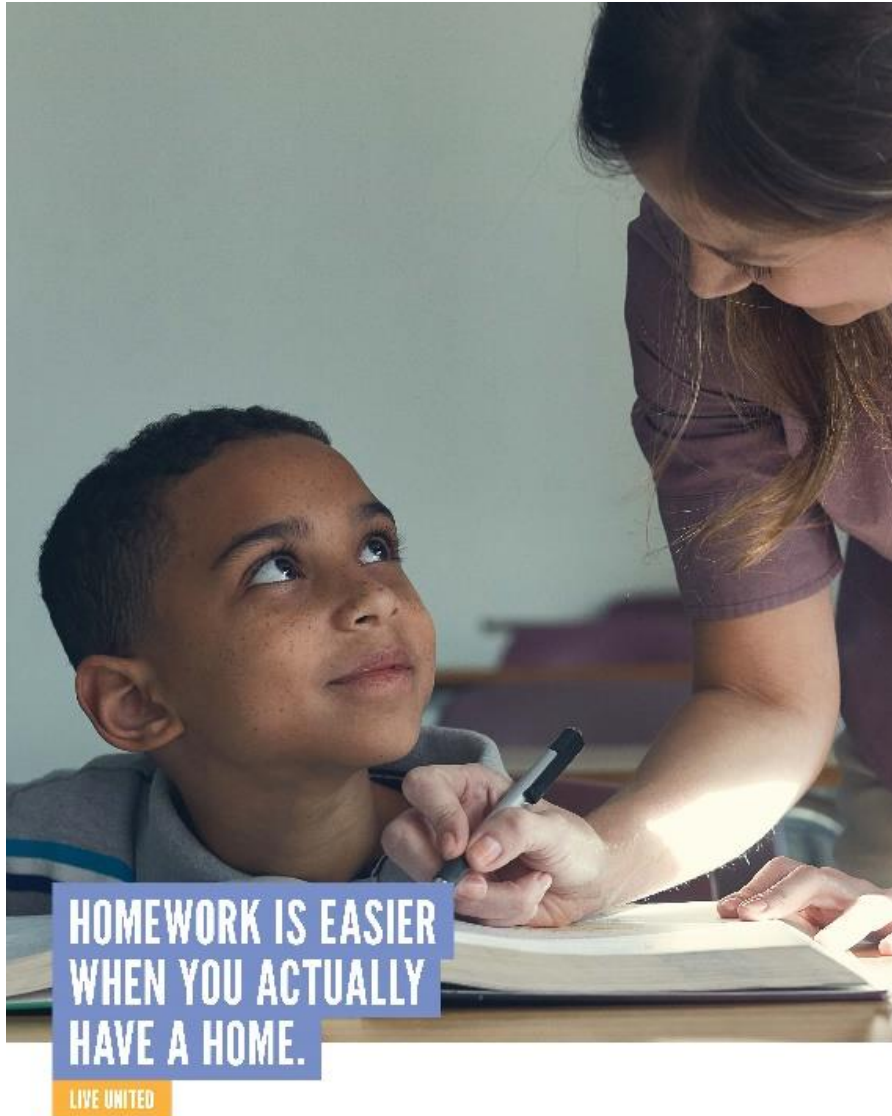
How to Use: Use this brochure to help guide conversation with corporate contacts and highlight all their opportunities to support United Way. It is used to record company commitments and may be shared by email. This brochure is available in print at the United Way office for use during in-person meetings.

WORKPLACE POSTERS

When to Use: Use the Education, Financial Stability, Health and Changing My Life posters to promote the United Way campaign and engage employees.

How to Use: Share this content by email with CEOs, ECCs and Campaign Partners.

EDUCATION POSTER



Heart of Missouri United Way works for equity in health, education, financial stability and opportunity for every person in every community. www.heartofmo.org www.heartofmo.org



File Type: [PDF](#)

FINANCIAL STABILITY POSTER



**UNITED, WE TURN JOBS
INTO CAREERS.**

LIVE UNITED

Heart of Missouri United Way fights for equity in health, education and financial stability every day. [UNITE! Your voice counts at UNiteMO.org.](https://www.unitedwaymo.org)

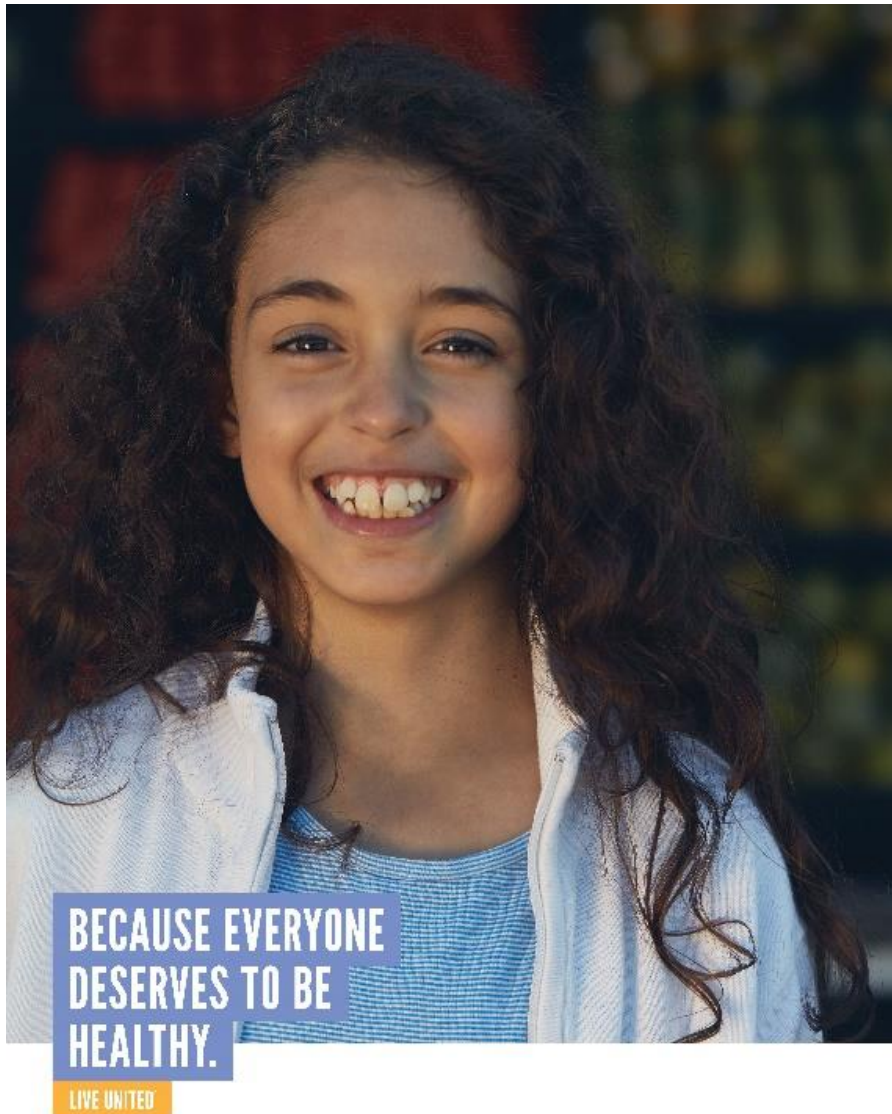
© 2020 United Way



Heart of Missouri United Way

File Type: [PDF](#)

HEALTH POSTER



Heart of Missouri United Way fights for equity in health, education and financial stability of every person in every community. www.HMOU.org

© 2019 United Way



File Type: [PDF](#)

CHANGING MY LIFE POSTER



Heart of Missouri United Way helps for equity in health, education and financial stability of every person in every community. For US, DDC, Canada and other United Way-affiliated.

LIVE UNITED

© 2019 United Way of America

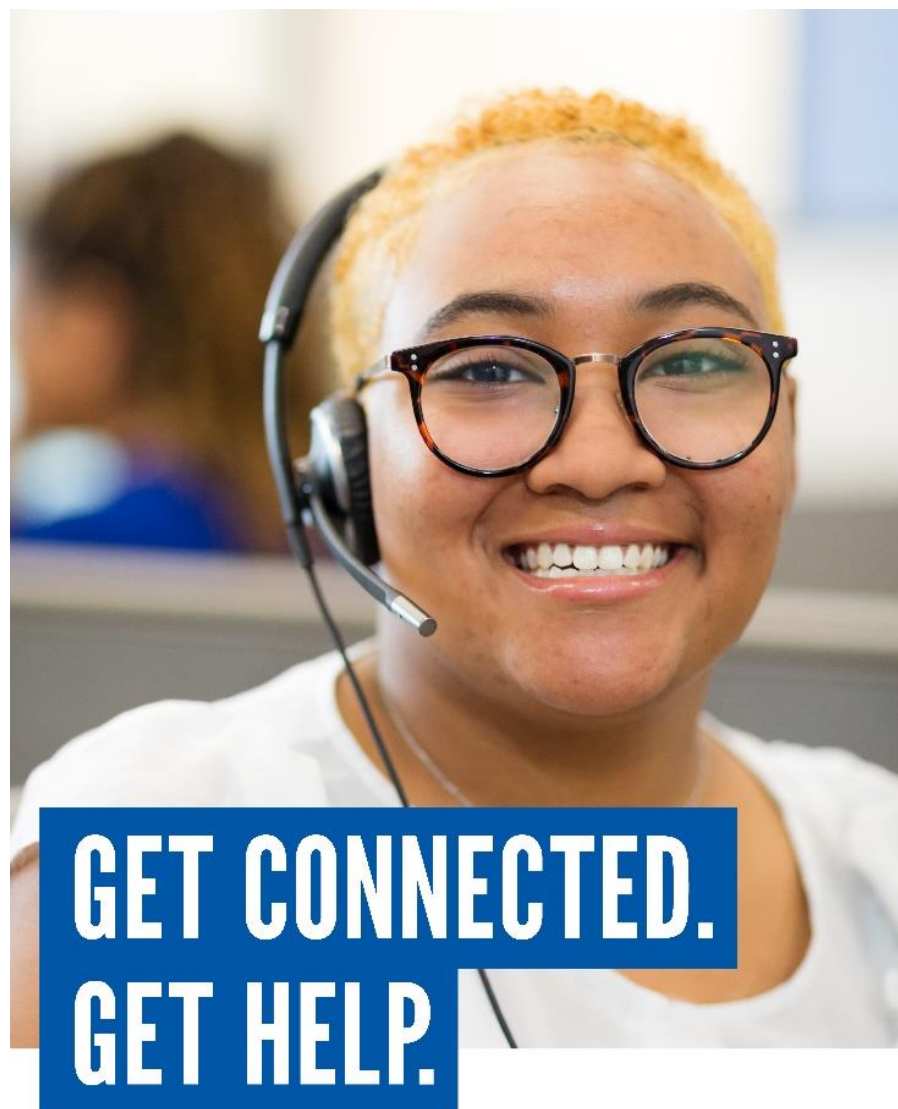


Heart of Missouri United Way

File Type: [PDF](#)

COMMUNITY RESOURCES

UNITED WAY 211



**GET CONNECTED.
GET HELP.**

COMPLETELY CONFIDENTIAL • FREE • ACCESSIBLE 24/7 • 180 LANGUAGES

211 specialists can connect you with a wide range of resources and services. Contact us today to get expert, caring help with food, health care, housing and utilities payment assistance, employment services, veteran services, childcare, crisis and emergency counseling, disaster assistance, and more.

Dial 2-1-1 or 1-800-427-4626 TTY: 866-385-6526 for immediate assistance or visit 211helps.org



File Type: [PDF](#)

When to Use: Use the United Way 211 poster to raise awareness of free resources available to employees by United Way 211.

How to Use: Share this content by email with CEOs, ECCs and Campaign Partners.

SINGLECARE INFORMATION IN ENGLISH AND SPANISH



FREE Prescription Discount Card

Whether you are insured or uninsured, show the card and get the best price, SingleCare, pharmacy or insurance

- Covers all FDA approved prescription medication
- Is accepted at pharmacies nationwide
- Has unlimited use - show it to your pharmacist every time you fill a prescription

Your whole family can use this card and start saving today!

No registration, activation or eligibility requirements

Contact us: 1-844-833-6393
www.singlecare.com



Scan the QR code to download the card.



Ready for immediate use - No activation required



Authorization Number
010123200

BIN 610194
GRP FW200
PCN FW

UP TO 80% OFF YOUR PRESCRIPTIONS



This card is not insurance.

¡Gratis! Tarjeta de Descuentos en con Receta

Si tiene - o no - un seguro médico, muestre la tarjeta y reciba el mejor precio entre SingleCare, la farmacia o su seguro

- cubre todos los medicamentos con receta aprobados por la Administración de Medicamentos y Alimentos (FDA)
- Es aceptada en las farmacias de todo el país
- Úsela una y otra vez - muestre la tarjeta a su farmacéutico cada vez que llene una receta médica

¡Toda su familia puede usar esta tarjeta y comenzar a ahorrar hoy mismo!

Sin inscripción, activación o requisitos de elegibilidad

Contáctenos: 1-844-833-6393
www.singlecare.com



Escanee el código QR de arriba para descargar la aplicación.



Lista para uso inmediato - no requiere activación



Número de Autorización
010123200

BIN 610194
GRP FW200
PCN FW

HASTA UN 80% DE DESCUENTO EN TUS MEDICAMENTOS



Esta tarjeta no es un seguro.

File Type: [PDF](#)

When to Use: Use this document to explain the value of United Way's partnership with SingleCare (formerly Familywize) through the free prescription discount program. This resource provides employees access to affordable prescriptions through negotiated prices.

How to Use: Share this content by email with CEOs, ECCs and Campaign Partners.

WEB AD BANNERS

When to Use: When contacting organizations to determine their level of participation in United Way's Campaign provide the opportunity to support United Way through in-kind digital advertising. Online digital ads provide an opportunity to promote their support of United Way and the work we are doing in the community to advance equity in health, education, and financial stability on their website.

How to Use: Provide organizations agreeing to support United Way through digital advertising all web ad themes. If there is a specific theme their organization prioritizes send the web ad banner theme most closely related to their organizational priorities.

All web banners should be linked to: <https://www.uwheartmo.org/investing-impact>

All web banners can be found [here](#).

HEALTH 970X90



JOIN THE FIGHT

BECAUSE EVERYONE
DESERVES TO BE HEALTHY.



HEALTH 728X90



JOIN THE FIGHT

BECAUSE EVERYONE
DESERVES TO BE HEALTHY.



HEALTH 320X50



JOIN THE FIGHT

BECAUSE EVERYONE
DESERVES TO BE HEALTHY.



HEALTH 300X250



JOIN THE FIGHT >

BECAUSE EVERYONE
DESERVES TO BE HEALTHY.



Heart of Missouri United Way

HEALTH 160X600



JOIN THE FIGHT ›

BECAUSE
EVERYONE
DESERVES TO BE
HEALTHY.



Heart of Missouri United Way

EDUCATION 160X600



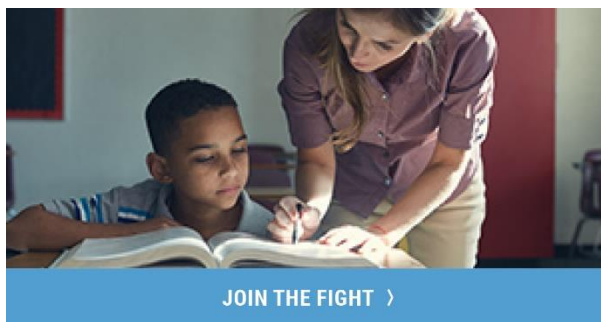
JOIN THE FIGHT ›

HOMEWORK IS
EASIER WHEN
YOU ACTUALLY
HAVE A HOME.



Heart of Missouri United Way

EDUCATION 300X250



JOIN THE FIGHT ›

HOMEWORK IS
EASIER WHEN
YOU ACTUALLY
HAVE A HOME.



Heart of Missouri United Way

EDUCATION 728X90



JOIN THE FIGHT

**HOMEWORK IS EASIER WHEN
YOU ACTUALLY HAVE A HOME.**



Heart of Missouri United Way

FINANCIAL STABILITY 160X600




JOIN THE FIGHT >

**UNITED WE
TURN JOBS
INTO CAREERS.**



Heart of Missouri United Way

Financial Stability 300X250



JOIN THE FIGHT >

UNITED WE TURN JOBS
INTO CAREERS.



Heart of Missouri United Way

Financial Stability 728X90



JOIN THE FIGHT

UNITED WE TURN JOBS
INTO CAREERS.


Heart of Missouri United Way

IMPACT 160X600



**UNITED WE
LIFT UP OUR
COMMUNITIES.**



Heart of Missouri United Way

IMPACT 300X250



JOIN THE FIGHT >

UNITED WE LIFT UP OUR
COMMUNITIES.



Heart of Missouri United Way

IMPACT 728X90



UNITED WE LIFT UP OUR
COMMUNITIES.



Heart of Missouri United Way

IMPACT – WIN 160X600



**UNITED WE
LIFT UP OUR
COMMUNITIES.**



Heart of Missouri United Way

IMPACT – WIN 300X250



**UNITED WE LIFT UP OUR
COMMUNITIES.**



Heart of Missouri United Way

IMPACT – WIN 728X90



**UNITED WE LIFT UP OUR
COMMUNITIES.**



Heart of Missouri United Way

FIGHT 728X90



Heart of Missouri United Way

**HEART OF MISSOURI UNITED WAY FIGHTS FOR
EQUITY IN THE HEALTH, EDUCATION AND FINANCIAL STABILITY
OF EVERY PERSON IN OUR COMMUNITY.**



FIGHT 320X50



Heart of Missouri United Way

**UNITED WE FIGHT.
UNITED WE WIN.**



FIGHT 320X50-2



Heart of Missouri United Way

UNITED WE FIGHT. UNITED WE WIN.

FIGHT 300X250



**IN MID-MISSOURI,
WE LIVE UNITED AGAINST
SYSTEMIC INEQUITIES.**

[> JOIN THE FIGHT](#)



Heart of Missouri United Way

FIGHT 160X600



**IN MID-MISSOURI,
WE LIVE UNITED
AGAINST
SYSTEMIC
INEQUITIES.**

[> JOIN THE FIGHT](#)



Heart of Missouri United Way

FIGHT 300X600



**IN MID-MISSOURI,
WE LIVE UNITED AGAINST
SYSTEMIC INEQUITIES.**

[> JOIN THE FIGHT](#)



Heart of Missouri United Way

SOCIAL MEDIA

SOCIAL MEDIA 101



File: [PPT](#)

When to Use: When preparing for your employee campaign and developing social media strategy to bring awareness to your employee campaign.

How to Use: Share this content by email with your marketing and communications team. PPT contains example social media posts an

ANDAR E-PLEDGE



ANDAR E-PLEDGE FOR COMPANIES

File Type: [PDF](#)

When to Use: Use this document to explain the value of organizations moving to a digital e-pledge campaign.

How to Use: Share this content by email with CEOs and ECCs.

E-PLEDGE FACT SHEET

File Type: [PDF](#)

When to Use: Use this Andar fact sheet to explain the value of organizations moving to a digital e-pledge campaign.

How to Use: Share this content by email with CEOs and ECCs.

ANDAR E-PLEDGE SELF REGISTRATION

File Type: [Website](#)

When to Use: Use this when companies agree to run an e-pledge campaign.

How to Use: Share this content by email with CEOs and ECCs.

PLEDGE FORMS

UNITED WAY COMMUNITY CAMPAIGN

COMMUNITY CAMPAIGN

UNITED WE FIGHT. UNITED WE WIN.



Heart of Missouri United Way

1 MY INFORMATION

Name(s): _____
 Employer/former employer (to count in employer campaign):* _____
 Home Address:* _____
 City:* _____ State:* _____ Zip:* _____
 Email:* _____ ☐ work ☐ personal
 Work Phone: _____ Personal Phone: _____
 Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2 MY GIFT

AMOUNT: _____ \$5,000 _____ \$3,000 _____ \$2,500 _____ \$1,000 _____ \$500 _____ Other \$ _____
FREQUENCY: _____ one time _____ monthly (x12) _____ quarterly (x4)
APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability) ☐ Equity Fund ☐ Split gift 50/50
 \$ _____ amount X _____ frequency = \$ _____ total required
 total donation amount
☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.
 Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____ total required

3 MY PAYMENT (choose one)

Credit Card*: _____ / _____
 Number Expiration Date
☐ check ☐ enclosed ☐ sending in _____ Month _____ from ☐ personal ☐ DAF
 account ☐ IRA DAF/IRA check sending institution
☐ Invoice me ☐ quarterly ☐ one time
 _____ Check # _____ Check date
 Contact United Way at 573-443-4523 for gifts of stock.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way.** Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____
 _____ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.
 _____ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____
 SIGNATURE DATE

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

Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, classify, rate or otherwise share your information with any no-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.
 *Denotes requirement for credit card payments

File Type: [PDF](#)

When to Use: Use this pledge form when contacted by an individual seeking to make a pledge when their employer is not running an employee campaign.

How to Use: Obtain contact information from potential donor and email them the pledge form. Alternatively, this form may be used for donors who want to provide their pledge information by phone (this method is not preferred.)

UNITED WAY PLEDGE PAYMENT UPDATE

PAYMENT UPDATE FORM

UNITED WE FIGHT. UNITED WE WIN.



Heart of Missouri United Way

MY INFORMATION

Name(s) _____
 Employer/former employer (to count in employer campaign) _____
 Home address* _____
 City* _____ State* _____ Zip* _____
 Email*: _____ Phone: _____

CHANGES TO MY PLEDGE (if applicable)

If we have an existing pledge to Heart of Missouri United Way, Please revise the payment as follows:

CHANGE PAYMENT AMOUNT TO: \$ _____

CHANGE PAYMENT FREQUENCY TO: ☐ one time ☐ monthly ☐ quarterly

CHANGES TO MY PAYMENT (choose one)

☐ Credit card* _____
 Number _____ Expiration date _____
 VISA MC
 DISC AMEX
☐ Bank/credit union name _____
☐ checking ☐ savings
 Routing number _____ Account number _____

ADDITIONAL INFORMATION (OPTIONAL)

☐ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____
 SIGNATURE DATE

This form is not valid unless signed by the donor. If the donor is a minor, the form must be signed by a parent or guardian. If the donor is a business, the form must be signed by an authorized representative. If the donor is a corporation, the form must be signed by an authorized representative. If the donor is a partnership, the form must be signed by an authorized representative. If the donor is a trust, the form must be signed by an authorized representative. If the donor is a partnership, the form must be signed by an authorized representative. If the donor is a trust, the form must be signed by an authorized representative.

SUBMIT TO:
 105 E Ash St, Suite 300
 Columbia MO 65201
 Phone: 573-443-4523
 Fax: 573-574-1285
 UnitedWaySupport@UWHeartMo.org

File Type: [PDF](#)

When to Use: Use this pledge form for existing individual donors who would like to update their pledge information.

How to Use: Obtain contact information from the donor and email them the pledge payment update form. Alternatively, this form may be used for donors who want to provide their pledge information by phone (this method is not preferred.)


WORKPLACE CAMPAIGN

WORKPLACE CAMPAIGN

UNITED WE FIGHT.

UNITED WE WIN.

United Way



Heart of Missouri United Way

1

MY INFORMATION

Name: _____ Employer: _____
Home Address: * _____
City: * _____ State: * _____ Zip: * _____
Email: * _____ ☐ work ☐ personal
Work Phone: _____ Personal Phone: _____
Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2

MY GIFT

AMOUNT: _____ \$100 _____ \$50 _____ \$25 _____ Other \$ _____

FREQUENCY: _____ one time _____ monthly (x12) _____ quarterly (x4)*

_____ weekly (x52)* _____ every 2 weeks (x26)* _____ twice monthly (x24)*

APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability)

☐ Equity Fund

☐ Split gift 50/50

\$ _____ X _____ = \$ _____

amount frequency total required

total donation amount

☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.

Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____

total required

#payroll deduct only

3

MY PAYMENT (choose one)

_____ Payroll deduction

Credit Card*: _____ / _____

Number Expiration Date

VISA MC

DISC AMEX

_____ Check ☐ enclosed ☐ sending in _____ from _____

Month personal ☐ DAF

_____ Invoice me ☐ quarterly ☐ one time

account ☐ IRA DAF/IRA check sending institution

_____ Check # _____ Check date

Contact United Way at 573-443-4523 for gifts of stock or regular bank debits.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way.** Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____

_____ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.

_____ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____

SIGNATURE DATE

SUBMIT TO:

105 E Ash St, Suite 300

Columbia MO 65203

Phone: 573-443-4523

Fax: 573-874-1285

Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, classify, rate or otherwise share your information with any non-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.

*Denotes requirement for credit card payments

File Type: [PDF](#)

When to Use: Use this pledge form for employees at a company participating in Campaign want to make a pledge.


How to Use: This form is for distribution to all employees at companies participating in a workplace campaign. Employees will return their pledge form to their ECC who will submit all pledge forms to United Way for processing. This form is a fillable PDF.

34

CITY OF COLUMBIA

CITY OF COLUMBIA WORKPLACE CAMPAIGN

UNITED WE FIGHT. UNITED WE WIN.



Heart of Missouri United Way

1 MY INFORMATION

Name: _____ Employer: _____

Home Address: * _____

City: * _____ State: * _____ Zip: * _____

Email: * _____ ☐ work ☐ personal

Work Phone: _____ Personal Phone: _____

Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2 MY GIFT

AMOUNT: _____ \$100 _____ \$50 _____ \$25 _____ Other \$ _____

FREQUENCY: _____ one time _____ monthly (x12) _____ quarterly (x4)*
 _____ weekly (x52)* _____ every 2 weeks (x26)* _____ twice monthly (x24)*

APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability)
☐ Equity Fund
☐ Split gift 50/50

\$ _____ amount X _____ frequency = \$ _____

total required
total donation amount

Fair Share*	Fair Share Plus**
ANNUAL Pledge Total	ANNUAL Pledge Total

* Fair Share is 1 hour's pay per month or 1% of your annual salary
 ** Fair Share Plus is Fair Share plus an additional \$1 per month

☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.

Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____ #payroll deduct only

3 MY PAYMENT (choose one)

☐ Payroll deduction

Credit Card*: _____ / _____

Number _____

Expiration Date _____

☐ Check ☐ enclosed ☐ sending in _____ from _____

☐ personal ☐ DAF

Invoice me ☐ quarterly ☐ one time

account ☐ IRA DAF/IRA check sending institution

Check # _____ Check date _____

Contact United Way at 573-443-4523 for gifts of stock or regular bank debits.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way**. Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____

☐ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.

☐ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____

SIGNATURE _____ DATE _____

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

Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, disseminate or otherwise share your information with any non-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.
 *Denotes requirement for credit card payments

File Type: [PDF](#)

When to Use: Use this pledge form when employees participating the City of Columbia workplace campaign who want to make a pledge.

How to Use: This form is for distribution to all City of Columbia employees participating in a workplace campaign. Employees will return their pledge form to their ECC who will submit all pledge forms to United Way for processing.

COLUMBIA PUBLIC SCHOOLS

COLUMBIA PUBLIC SCHOOLS WORKPLACE CAMPAIGN



UNITED WE FIGHT.

UNITED WE WIN.



Heart of Missouri United Way

1 MY INFORMATION

Name: _____ CPS Building/School: _____ CPS # _____
 Home Address: * _____
 City: * _____ State: * _____ Zip: * _____
 Email: * _____ ☐ work ☐ personal
 Work Phone: _____ Personal Phone: _____
 Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2 MY GIFT

AMOUNT: _____ \$100 _____ \$50 _____ \$25 _____ Other \$ _____
FREQUENCY: _____ one time _____ monthly (x12) _____ quarterly (x4)*
 _____ weekly (x52)* _____ every 2 weeks (x26)* _____ twice monthly (x24)*
APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability)
☐ Equity Fund
☐ Split gift 50/50
 \$ _____ amount X _____ frequency = \$ _____ total required
 total donation amount
☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.
 Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____ #payroll deduct only

3 MY PAYMENT (choose one)

_____ Payroll deduction
 Credit Card*: _____ / _____
 Number Expiration Date
 _____ Check ☐ enclosed ☐ sending in _____ from _____ personal ☐ DAF
 Invoice me ☐ quarterly ☐ one time account ☐ IRA DAF/IRA check sending institution
 _____ Check # _____ Check date
 Contact United Way at 573-443-4523 for gifts of stock or regular bank debits.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way.** Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____
 _____ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.
 _____ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____
 SIGNATURE DATE

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


Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, classify, rate or otherwise share your information with any non-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.
 *Denotes requirement for credit card payments

File Type: [PDF](#)

When to Use: Use this pledge form with employees participating the Columbia Public Schools workplace campaign who want to make a pledge.


How to Use: This form is for distribution to all Columbia Public Schools employees participating in a workplace campaign. Employees will return their pledge form to their ECC who will submit all pledge forms to United Way for processing.

UNIVERSITY OF MISSOURI WORKPLACE CAMPAIGN



UNIVERSITY OF MISSOURI EMPLOYEE CAMPAIGN

UNITED WE FIGHT. UNITED WE WIN.



Heart of Missouri United Way

1 MY INFORMATION

Name(s): _____

Home Address:* _____

City:* _____ State:* _____ Zip:* _____

Email:* _____ ☐ work ☐ personal

Work Phone: _____ Personal Phone: _____

Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2 MY GIFT

MU gives you the option of simply donating online! To make a secure contribution now, go to: UnitedWay.Missouri.edu

☐ CHECK IF YOU HAVE ALREADY DONATED ONLINE

AMOUNT: _____ \$100 _____ \$50 _____ \$25 Other \$ _____

FREQUENCY: _____ one time _____ monthly (x12) _____ bi weekly (x24)*

APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability)

☐ Equity Fund

☐ Split gift 50/50

ANNUAL Pledge Total	ANNUAL Pledge Total
---------------------	---------------------

* Fair Share is 1 hour's pay per month or 1% of your annual salary
** Fair Share Plus is Fair Share plus an additional \$1 per month

\$ _____ X _____ = \$ _____

amount frequency total required total donation amount

☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.

Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____ #payroll deduct only

3 MY PAYMENT (choose one)

_____ Payroll deduction

Credit Card*: _____ / _____

Number Expiration Date

☐ VISA ☐ MC
☐ DISC ☐ AMEX

_____ Check ☐ enclosed ☐ sending in _____ from _____ ☐ personal ☐ DAF

Month account IRA DAF/IRA check sending institution

_____ Invoice me ☐ quarterly ☐ one time

_____ Check # _____ Check date _____

Contact United Way at 573-443-4523 for gifts of stock or regular bank debits.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way.** Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____

_____ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.

_____ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____

SIGNATURE DATE

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

Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, disseminate or otherwise share your information with any non-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.
*Denotes requirement for credit card payments


File Type: [PDF](#)

When to Use: Use this pledge form when employees participating the University of Missouri workplace campaign who want to make a pledge. This is only for those employees who are unable to use the e-pledge system.

How to Use: This form is for distribution to all University of Missouri employees participating in Campaign. Employees will return their pledge form to their Campaign Partner who will submit all pledge forms to United Way for processing.


UNIVERSITY OF MISSOURI RETIREE CAMPAIGN

UNIVERSITY OF MISSOURI RETIREE CAMPAIGN



UNITED WE FIGHT.

UNITED WE WIN.



Heart of Missouri United Way

1 MY INFORMATION

Name(s): _____

Home Address:* _____

City:* _____ State:* _____ Zip:* _____

Email:* _____

Home Phone: _____ Cell Phone: _____

Preferred donor listing: _____ ☐ I/we prefer to remain anonymous.

2 MY GIFT

MU gives you the option of simply donating online! To make a secure contribution now, go to:
liveunited.uwheartmo.org/MUretirees ☐ CHECK IF YOU HAVE ALREADY DONATED ONLINE

AMOUNT: _____ \$1000 _____ \$500 _____ \$250 _____ Other \$ _____

FREQUENCY: _____ one time _____ monthly (x12)

APPLY MY GIFT*: ☐ Community Impact (Education, Health and Financial Stability)
☐ Equity Fund
☐ Split gift 50/50

\$ _____ X _____ = \$ _____
amount frequency total donation amount

☐ Please add \$25 to my gift to sponsor books for children in need as part of Heart of Missouri United Way's Read Across Columbia.

Total Gift: Annual Campaign Gift + Read Across Columbia Gift = \$ _____

3 MY PAYMENT (choose one)

_____ Retirement Check deduction (monthly)

Credit Card*: _____ / _____
Number Expiration Date VISA MC
DISC AMEX

_____ Check ☐ enclosed ☐ sending in _____ from _____ ☐ personal ☐ DAF
Month account IRA DAF/IRA check sending institution

_____ Invoice me ☐ quarterly ☐ one time

_____ Check # _____ Check date _____

Contact United Way at 573-443-4523 for gifts of stock or regular bank debits.

ADDITIONAL INFORMATION (OPTIONAL)

Your gift will support all funded United Way agencies. If you choose, you may designate your gift to one or more **specific United Way funded agencies, specific county and/or another United Way.** Agencies are funded for the current funding year and reside in Boone County unless otherwise stated. More info at UWHeartMo.org

1. _____ \$ _____ 2. _____ \$ _____

_____ This is a perpetual pledge. Please continue this pledge amount and payment schedule until I/we notify you to stop.

_____ Combine giving with spouse/partner. Name: _____ Employer: _____

X _____
SIGNATURE DATE

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

Heart of Missouri United Way respects your privacy and keeps all personal information confidential. We do not distribute, classify, rate or otherwise share your information with any non-affiliated third party, outside entity or company. The information collected here is used solely by Heart of Missouri United Way to communicate with you, our generous donor.

*Denotes requirement for credit card payments

File Type: [PDF](#)

When to Use: Use this pledge form for members of the University of Missouri Retiree Association campaign want to make a pledge. This is only for those retirees who are unable to use the e-pledge system.

How to Use: This form is for distribution to all University of Missouri Retirees participating in the University of Missouri Campaign. Retirees will return their pledge forms to United Way by mail for processing.

UNITED WAY COMPANY CONTRIBUTION

COMPANY CONTRIBUTION

UNITED WE FIGHT. UNITED WE WIN.



Heart of FA season United Way

OUR INFORMATION

Company	Contact name
Address*	
City*	State* Zip*
Email*	Phone:
CEO/Local Exec name & title:	
Preferred donor name listing:	

OUR GIFT

AMOUNT: \$10,000 \$5,000 \$2,500 \$1,000 \$365 (Small Business) Other \$

FREQUENCY: one time monthly credit card (x12) Quarterly (x4)

$$\begin{array}{ccccccc} \$ & \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & = & \$ & \underline{\hspace{2cm}} \\ \text{amount} & & & \text{frequency} & & & \text{total donation amount} \end{array}$$

total required

OUR PAYMENT (choose one)

☐ Credit card* _____ / _____
 _____ Number _____ Expiration date _____
☐ Check ☐ enclosed ☐ sending in _____
 _____ Month(s) _____
☐ Check # _____ Check date _____
☐ Invoice La ☐ quarterly

X _____
SIGNAT.IRF

DATE _____

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



Health Monitoring with Physiological Monitoring and Improved Social Interaction. We describe a system of mobile sensors and data processing modules that can be deployed on a mobile phone to monitor the user's health and social interaction. The system is designed to be used by people with chronic health conditions, such as diabetes, and to help them manage their health and social interaction. The system is designed to be used by people with chronic health conditions, such as diabetes, and to help them manage their health and social interaction. The system is designed to be used by people with chronic health conditions, such as diabetes, and to help them manage their health and social interaction.

File Type: [PDF](#)

When to Use: This form is used for corporate contribution pledges.

How to Use: This form is to be completed when the company representative agrees to make a financial commitment to the campaign. This form can be emailed to the representative directly. We strongly encourage you to complete the form while speaking the representative.

