

LOANED EXECUTIVE PROGRAM



CULTIVATE TALENT, DEVELOP EXPERTISE, RAISE VISIBILITY

United Way of the Big Bend's (UWBB) Loaned Executive Program allows your employees to build on their professional skills while giving back to the community. These employees are "loaned" to UWBB to support workplace fund-raising campaigns in Leon County.

The Loaned Executive program gives your company high visibility within the community, provides a significant career enrichment opportunity for the loaned employee, and impacts hundreds of thousands of lives each year. Make an investment in your employees and your community, and reap the many benefits.

WHAT DO LOANED EXECUTIVES DO?

- Communicate to employee groups how United Way's contributions benefit the community.
- Review account histories, identify account needs and develop strategies to meet those needs.
- Set financial and non-financial goals and monitor progress.
- Develop account plans to maximize giving.
- Assist in cultivating new accounts.
- Assist and motivate Employee Campaign Coordinators in planning and completing their campaigns.
- Organize and execute agency tours and speakers for company employee campaign meetings.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



COMPANY COMMITMENT

- Loan one or more employees to UWBB from Sept. 3 to Dec. 21.
- Relieve your employee's normal job responsibilities during his or her Loaned Executive hours.
- Continue to pay your employee's salary, benefits, and mileage expenses during this period while they report to UWBB for work each day.

FINANCIAL SPONSORSHIP

Some companies are unable to loan an employee but choose to provide a financial sponsorship. By providing a sponsorship of \$5,000, you will enable United Way to hire one individual to represent your company during campaign time. Sponsoring an LE also sends a powerful message about your organization's deep commitment to our community.

Partner with United Way of the Big Bend

Join our local partners who have supported the United Way Loaned Executive Program



Big Brothers Big Sisters
of the Big Bend



St. Marks Powder
A GENERAL DYNAMICS COMPANY



LOANED EXECUTIVE PROGRAM OFFERS BENEFITS TO ALL INVOLVED

TO THE SPONSORING COMPANY

- Recognition as a leader in improving our community
- Increased employee leadership and advanced professional skills
- Represented throughout the community as your Loaned Executive networks with hundreds of companies and community leaders
- Developing relationships with various businesses

TO THE LOANED EMPLOYEE

- Returns to his/her company with increased communication, public speaking, project and time management, and leadership skills
- Works closely with key community leaders
- Increases awareness of community needs and resources

TO THE COMMUNITY

- Increases public awareness and support for community needs
- Improves fund-raising results with lower campaign costs
- Distributes dollars to those most in need
- Creates civic leadership

Through the course of my experience in the Loaned Executive program, I was able to learn a lot about United Way of the Big Bend and meet a lot of great people. These people ranged from those who work for United Way, owners of local companies who try to relay the importance of United Way to their employees, individuals who have loyally supported United Way for many years, and people from their agencies who depend on them for support. One theme that ties them together is how much they believe in helping and benefiting the community. Being a part of the program and seeing that first-hand made me thankful for the experience and proud to have been able to contribute.

— *Ted Nation, MS, CRPC, Calton & Associates*

The CEO of TMH made the call to me when he was the campaign chair of the UWBB effort in 2010. Having too many irons in the fire already, I looked upon this assignment with trepidation as time was already scarce. Quickly, I realized the staff of our United Way was exceptional. After companies were assigned to me for a visit, I found the experience to be enriching and energizing. I will look upon my time as a Loaned Executive in a very positive light. It was not a burden, and I have grown as a result. Thank you for this opportunity.

— *Carl Mahler, Tallahassee Memorial HealthCare*

The Loaned Executive program is a great way not only to contribute your talent and time but also allows a program participant to better understand just what the United Way is all about. By working with staff and volunteers, I was able to understand just how important UWBB is to our community. For example, I was completely unaware that dollars donated to the UWBB stay in the Big Bend to help our friends and neighbors! The LE program not only gave me an opportunity to carry such a worthy message to members of our community but made me a true believer in the cause for which the United Way stands.

— *Michael Kalifeh, Thomas Howell Ferguson, P.A.*

THANKS FOR WHAT YOU DO TO LIVE UNITED

SPONSOR A LOANED EXECUTIVE

For more information on how to partner with United Way of the Big Bend in the Loaned Executive Program, contact:

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www.uwbb.org