

# 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.

### 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



# 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

“I can think of no other developmental opportunity that a president or a CEO can provide to an internal leader than that of a “Loaned Executive”. As a learning professional who creates leadership development plans for a living, I found the “Loaned Executive “ program to be a great vehicle to build skills in the following competencies: critical thinking, relationship building, teamwork, organization, public speaking , influencing, etc. I truly see this program as a great way to enhance the skill set of any leader who participates. The program can change you for the better if you let it. I know that being a part of this program has enhanced my skill set but more importantly, reminded me that I have a responsibility as a leader to help promote the “lifesaving” work that the United Way of the Big Bend does on a daily basis.

– Marilyn Morales, Tallahassee Memorial HealthCare

I have always had the greatest respect for the work of the United Way of the Big Bend, but the Loaned Executive program afforded me the unique opportunity to learn in depth about the many services they provide and how those services positively impact Florida’s Big Bend. As a Loaned Executive, I was able to share this message with others in the community and help create new believers in the programs they sponsor. I truly enjoyed being in a position to champion such a worthy cause.

– Tony W. Vila , Capital City Bank

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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## LIVE UNITED



[www.uwbb.org](http://www.uwbb.org)