

GLAD YOU ASKED ABOUT HEART CLUB



Why is United Way's Heart Club important? Why should I join?

In 2011, Heart Club members raised \$4,688,547—49% of the community's United Way contribution. Heart Club continues to be the fastest growing part of the United Way campaign each year, going from 124 Heart Club members in 1984 to 6,704 members in 2011.

The United Way is the most effective way to direct your charitable donations to caring and well-run community programs. Volunteers carefully invest your gift in programs that have proven records of providing life changing services in a cost-effective manner. Joining Heart Club is the easiest way to show your company and your community that investing in the Sioux Empire United Way is important to you.

What is the benefit in becoming a Heart Club member?

When you become a Sioux Empire United Way Heart Club member, you join more than 6,700 individuals who have also made that commitment. As a Heart Club member you have the option to receive a plaque indicating your commitment. You also have the choice to be listed in our Heart Club booklet which is distributed to more than 700 businesses and all current Heart Club members. In addition, invitations will be sent to you to attend special United Way events such as our annual campaign kickoff.

How does United Way invest my gift?

Each year, over 100 trained volunteers work with our knowledgeable staff to carefully review the management and effectiveness of the agencies funded and use this information to determine funding levels. This information gathered from the review process is focused on results. The four key factors in these results include: program accountability, demonstrated change in people's lives, efficiently and effectively run programs, and programs that are responsive to a changing community.

Can I combine my gift with my spouse?

Yes! In any increment you wish, you and your spouse can be recognized jointly for a combined gift of more than \$500 or more. To assure your gift is joined, please share your spouse's name and employer with your company's United Way contact and with the United Way office at 336-2095.

\$500 sounds like a lot of money. What if I can't afford to give?

You might be surprised how easy it is! By giving a small amount each pay period through payroll deduction, most working people can afford to give at the Heart Club level. Investing in Heart Club is only \$10 a week. You also have the option to join your gift with your spouse, making your weekly contribution only \$5 a week.

Are there recognition levels within the Heart Club?

Yes! Giving levels begin with Golden Heart at \$500 and move up incrementally. As a way to recognize leadership among Heart Club members, United Way has created the new Heart Club giving recognition: Heart of a Leader.

Individuals who give a minimum of \$2,000 will be recognized as a Heart of a Leader at a Bronze, Silver or Gold level. These individuals will continue to be recognized within their company's Heart Club giving, but will additionally be recognized separately among their Heart of a Leader peers.

Can I continue being a Heart Club member if I change employers mid-year?

If your Heart Club gift came through payroll deduction, you will need to sign a new pledge card at your new place of employment. The amount should be for the balance still owed and can be estimated if you are unsure of the remaining total. If your new employer does not offer payroll deduction, United Way can set up a direct bill, credit card, or automatic bank deduction for the balance owed. Simply call the United Way office at 336-2095.

If your Heart Club gift was made through direct bill, credit card, or automatic bank deduction, your payment schedule should not be disrupted by your employment change. However, with any change in employment please contact United Way so we can keep our records up to date to thank you and properly recognize you in the Heart Club booklet.