DEPARTMENT REPRESENTATIVE
QUICK START GUIDE

UC SANTA BARBARA
2024 Annual Campaign
January 17 - March 1
CHECKLIST

- Schedule a United Way presentation for your department OR lead your own presentation and show a United Way video
- Distribute pledge forms and encourage online donations
- Publicize special events (candy grams, bean bag toss, etc.)
- Help employees turn in their pledge forms
- Focus on spreading awareness of the campaign

STEPS TO SUCCESS

PROMOTE

- Send a kick-off email to your department, and promote the campaign, special events, and prize drawings
- Share the UCSB United Way website: www.dia.ucsb.edu/unitedway
- Distribute paper pledge forms and encourage online donations
- Put up posters and share info about candy grams/bean bag toss

ENGAGE

- Schedule a United Way presentation for your department (email Rose Levy at rlevy@unitedwaysb.org)
- Lead your own presentation and show the campaign video
- Use United Way materials to share the impact of your gift
- Participate in special events (or organize your own)

ASK

- Remind your co-workers to donate • Promote online giving
- Collect paper forms or tell employees to send them to:
- Business and Financial Services, Attn: United Way, Mail Code 2040

THANK

- Send an email to say thank you to your department
- Share results & celebrate!

Donate online at www.dia.ucsb.edu/unitedway or fill out a paper pledge form and send it to: Business and Financial Services, Attn: United Way, Mail Code 2040
**What is United Way?**
United Way of Santa Barbara County is a local nonprofit organization that has provided children, adults, and families with services and resources since 1923. United Way improves education, financial stability, and crisis response and recovery in Santa Barbara County by creating partnerships and programs that help our community.

**What’s the relationship between UCSB and United Way?**
UCSB has partnered with United Way for over 60 years to give back to our local community. United Way is UCSB’s exclusive campus-wide nonprofit partner, and like UCSB, United Way is focused on improving education to prepare the next generation of children and students with the skills they need to succeed. UCSB partners with United Way in a variety of ways to support our community— employee giving, free tax assistance, Fun in the Sun, etc.

**Key Messages**
- United Way is local. 100% of your gift to United Way stays in our county.
- United Way focuses on improving education, financial stability, and crisis response and recovery.
- United Way has decades of expertise in identifying and responding to local community challenges.

**Why give to United Way?**
Through direct services, programs, funding, volunteer development, and leveraging local partnerships, United Way creates lasting, meaningful solutions to community problems. United Way’s approach engages the entire community and addresses multi-faceted issues with best-in-class programs and services.

**Will my gift stay in my community?**
Yes! 100% of donations given directly to United Way of Santa Barbara County support local programs and services.

**Can I designate my gift?**
Yes, you can designate your gift to a United Way focus area or program, or any 501(c)(3) nonprofit organization. Designations to outside organizations require a $115 minimum annual pledge and incur a processing fee.

**What are United Way’s operating costs?**
According to the Better Business Bureau’s Wise Giving Alliance, a nonprofit’s overhead should not exceed 35%. United Way’s overhead stays below 20%. All other operating costs go directly to program operation and support. United Way is committed to low operating costs, organizational efficiency, volunteer participation, and in-kind services. Overhead expenses also enable United Way to distribute donor-designated contributions to other nonprofits.
For additional questions or assistance, please contact:

Rose Levy                                          rlevy@unitedwaysb.org
Dir. Strategic Partnerships & Adv.       (805)-882-0507

UNITED WAY OF SANTA BARBARA COUNTY
320 E Gutierrez Street, Santa Barbara, CA 93101
www.unitedwaysb.org  |  805-965-8591

OUR COMMUNITY
SANTA BARBARA COUNTY

- 77% of economically disadvantaged students are not meeting literacy benchmarks.
- 2 out of 3 children entering kindergarten in some local districts are deemed “not ready to succeed.”
- Santa Barbara County has the 3rd highest poverty rate in the state

**Academic Achievement**
Supporting students with individualized support to improve literacy skills, on-time graduation rates, and academic performance countywide.
Learn more at unitedwaysb.org/Academic-Achievement

**Financial Empowerment**
Increasing financial stability for local families, individuals, and seniors through partnerships and financial literacy.
Learn more at unitedwaysb.org/UFFE

**Crisis Response & Recovery**
Leveraging our diverse network to play an essential role in the response and recovery in times of community crisis.
Learn more at unitedwaysb.org/Crisis