

FUNDRAISING SUCCESS STORIES.

When a community joins hands, everyone wins.



Pepco Holdings, Inc.

THE TEAM:

Pepco Holdings, Inc., one of the largest energy delivery companies in the mid-Atlantic region, has a long and proud tradition of giving generously to the community it serves, both as a corporate donor, and through its more than 5,000 regional employees, many of whom participate annually in the company's United Way NCA workplace campaign.

THE PLAN:

Pepco's goal – one with strong management support – was to significantly increase both total funds raised, as well as the average dollars donated, resulting from a strong, broad-based workplace campaign. They planned to reach this goal, in part, through the design of a customized online system called *ePledge*. Pepco also utilized their intranet and monthly PHI Newsletter to promote campaign messaging, timelines and special event fundraising activities.

HIGHLIGHTS:

- Partnering with United Way NCA, Pepco's volunteer campaign staff were able to develop a customized donor presentation, communication and administrative system – all in one easy-to-use online campaign site.
- Pepco's campaign site was customized to include the corporate design elements familiar to employees, matching other company intranet pages.
- Backing up their online initiative with employee support, the campaign team made multiple contacts – virtual and in-person – with each of their regional employees, assigning key volunteers to assist those donors who chose not to use the online system.
- The CEO and Executive Sponsor hosted a leadership giving reception for senior level management to encourage increased giving.

THE RESULTS:

Pepco's efforts, in partnership with United Way NCA, raised almost \$1.5 million, with an impressive average gift of \$421 – a 4% increase over and above their 2008 campaign.

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Rolls Royce North America (RRNA)

THE TEAM:

With a strong presence in North America for more than 100 years, Rolls-Royce, through its North American corporate headquarters in Reston, Virginia, provides management direction and corporate support to their 7,000+ employees operating at 66 locations across the U.S. and Canada. The company and its employees have been active supporters of United Way NCA over many years.

THE PLAN:

In 2007, RRNA's United Way workplace campaign netted \$10,000. Looking to bolster the company's commitment to the community, CEO James Guyette turned to United Way NCA and its campaign managers for strategies to build participation and enthusiasm. Impressed with their ideas – as well as with United Way NCA's strict financial controls and compliance with Sarbanes-Oxley – the CEO asked his in-house campaign team to redouble their efforts for 2008.

THE RESULTS:

- Working hand-in-hand with their United Way NCA campaign manager, RRNA employees increased their overall campaign contribution a remarkable near sevenfold – to more than \$68,000!
- Thrilled with these results, RRNA chose United Way NCA to manage their 2009 workplace campaign – nationwide. The expansion of the program to a national campaign was phased in over two years.
- During the first year (2009) two of RRNA's sites ran joint campaigns and raised more than \$350,000

In 2010, RRNA hosted United Way campaigns at sites across the nation and raised just under \$400,000. RRNA campaign leads nationwide worked with United Way NCA staff in their respective communities to personalize the campaigns in their areas. Today, the funds they raised are hard at work in the donors' respective communities.

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United Parcel Service (UPS)

THE TEAM:

It's safe to say that throughout its history United Way has had few partners more committed and more effective than UPS. Nationwide, UPS is the first United Way partner to reach the \$1 billion mark in donations, and their employee giving led all workplace campaigns throughout the country for eight years running.

THE PLAN:

Locally, UPS has also led the way in workplace donations here in the national capital area. Over the past three years, UPS has participated in United Way NCA's "Pacesetter Campaign" – a competition among UPS locations to kick off, meet their goals and successfully close their campaign before the others.

HIGHLIGHTS:

- To immediately communicate the corporate value placed on supporting the community, UPS encouraged new employees to serve on a workplace campaign committee as part of their overall company orientation.
- UPS will go down in history for hosting one of the largest car shows in the greater Washington area netting more than \$30,000 in contributions to United Way NCA.
- The UPS Foundation strategy of requiring a minimum of 50 volunteer hours by UPSers to make a local nonprofit eligible for grant dollars is a best-in-class example of the innovative approach to giving and the engagement of UPSers in ensuring that philanthropy makes an impact.
- UPS offers several levels of leadership giving opportunities. They offer a Tocqueville Step-up program (last year they had 56 new members).
- UPS hosted their 4th Annual UPS / United Way NCA Golf Classic at "The Links At Challedon" and raised \$7,200.

THE RESULTS:

Each year, UPSers have managed to successfully achieve their goals and in doing so, they have established themselves as one of the premier workplace campaign trailblazers in the national capital area and across the nation.