



## Presentation by United Way of Lea County



### Strategic Plan

1. Increase United Way donations by 4% each year while replacing lost donor with an increase of 1.25 donors.
2. Develop a concrete and attainable goal to sustain local donations despite the change in federal regulations by increasing the involvement of local employees and better collaborating with their efforts to strengthen our community.
3. Enhance the relationship with new and current businesses and business leaders by developing deeper relationships with individual donors.

### Summary:

United Way of Lea County aims to provide more resources and funding to partner organizations each and every year, as the needs of our communities continue to grow. We are funding 16 partner agencies, throughout the County in 2022: American Red Cross, Boys Scouts, Boys & Girls Club, CASA, Cissy's Food Ministry, Guidance Center of Lea County, Habitat for Humanity, Heart's Desire, Isaiah's Kitchen, Lea County Center for the Arts, Leaders, Light of Lea County, Opportunity House, Option, Inc., Salvation Army, and WHI Hobbs. We also fund our local 211 program that assists in resources, such as the Warm Up Lea County, Cool Down Lea County, the Crisis Fund that assists with utility bill help, and many more resources through this program. This is not possible without the hard work, dedication, and generous gifts from our donors and community partners, including: Volunteers who offer their time, expertise, and knowledge to members of the community through a variety of programs and events. Local businesses who not only give monetary donations, but provide food, basic necessities, and much, much more to partner organizations and beneficiaries. Community members who donate money, provide valuable tools for neighbors and provide ongoing support for the United Way of Lea County.

United Way of Lea County would like the opportunity to present our mission and the opportunity to paycheck deduct and pledge for the employees of the County. We have found this to be a great way to give and impact the county as a whole. Many people do not understand all the things United Way of Lea County does in our community, which is why we would be grateful to present to the employees as well as the commission.



**LEA COUNTY BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY FORM**

LCBCC Meeting Date: Thursday, December 9, 2021

Submit this summary form & all attachments to the Finance Director clow@leacounty.net & cc the Executive Coordinator sstout@leacounty.net by: Monday, November 22, 2021

County Manager Approval mgallagher@leacounty.net required for all time sensitive issues that do not meet the above deadline.

<b>DATE SUBMITTED</b> mm-dd-yyyy: 12/07/2021	<b>SUBMITTED BY</b> Name, Title, Dept: Rebecca Titus, CEO/President, United Way of Lea County
<b>SUBJECT:</b> United Way's 2022 Campaign	<b>ATTACHMENT(S):</b> N/A
<b>NO. OF ORIGINALS FOR SIGNATURE:</b> 1	<b>ACTION REQUESTED:</b> Action Item
<b>BUDGET LINE ITEM NUMBER:</b> n/a	<b>FISCAL BUDGET YEAR:</b> 2022

**STRATEGIC PLAN** Implementation of 5 Year Strategic Plan:

- Increase United Way donations by 4% each year while replacing lost donor with an increase of 1.25 donors.
- Develop a concrete and attainable goal to sustain local donations despite the change in federal regulations by increasing the involvement of local employees and better collaborating with their efforts to strengthen our community.
- Enhance the relationship with new and current businesses and business leaders by developing deeper relationships with individual donors.

**SUMMARY:**

United Way of Lea County aims to provide more resources and funding to partner organizations each and every year, as the needs of our communities continue to grow. We are funding 16 partner agencies, throughout the County in 2022: American Red Cross, Boys Scouts, Boys & Girls Club, CASA, Cissy's Food Ministry, Guidance Center of Lea County, Habitat for Humanity, Heart's Desire, Isaiah's Kitchen, Lea County Center for the Arts, Leaders, Light of Lea County, Opportunity House, Option, Inc., Salvation Army, and WHI Hobbs. We also fund our local 211 program that assists in resources, such as the Warm Up Lea County, Cool Down Lea County, the Crisis Fund that assists with utility bill help, and many more resources through this program. This is not possible without the hard work, dedication, and generous gifts from our donors and community partners, including: Volunteers who offer their time, expertise, and knowledge to members of the community through a variety of programs and events. Local businesses who not only give monetary donations, but provide food, basic necessities, and much, much more to partner organizations and beneficiaries. Community members who donate money, provide valuable tools for neighbors and provide ongoing support for the United Way of Lea County.

<b>Requested Items Needed for Presentation</b> Easels/Laptop/Projector/Etc.: Easel <input type="checkbox"/> Laptop <input checked="" type="checkbox"/> Projector <input checked="" type="checkbox"/> Other: _____ <small>If checked, how many:</small>	<b>See Additional Summary Attached</b> <input type="checkbox"/>
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<b>SUBMITTER'S RECOMMENDATION(S):</b>	<b>Submitter's Signature</b> Department Director, Etc.
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<b>FINANCE REVIEW</b> Fiscal Impact/Cost:	<b>Reviewed by Finance Director</b>
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<b>LEGAL REVIEW:</b> (Note: Travel does not need legal review)	<b>Reviewed by County Attorney</b>
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<b>COUNTY MANAGER REVIEW:</b>	<b>Approved by County Manager to be Placed on Agenda</b> 
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Item No. <u>0201</u> <b>RECORDING SECRETARY'S USE ONLY ~ COMMISSION ACTION TAKEN</b>		
Approved: _____	Denied: _____	Other: <u>Presentation</u>
Resolution No. _____	Policy No. _____	Ordinance No. _____
Continued To: _____	Referred To: _____	Comments: _____

**Summary Form Continued...**

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# #PROJECT YOU

## DONOR CONTACT INFORMATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

COMPANY/ORGANIZATION: \_\_\_\_\_

## DONATION OPTIONS

### PAYROLL DEDUCTION

A. PLEDGE PER PAYCHECK: (PLEASE SELECT ONE)

Donations will occur:  Quarterly  Monthly

FIXED AMOUNT:  \$50.00  \$25.00  \$10.00  \$5.00  \$2.00

OTHER: \_\_\_\_\_

B. PLEDGE HOURLY RATE: (PLEASE SELECT ONE)

I WISH TO DONATE \_\_\_\_\_ HOURS PER PAYCHECK. MY HOURLY WAGE IS \$ \_\_\_\_\_

C. ONE-TIME PAYROLL DEDUCTION:

\$ \_\_\_\_\_ ON \_\_\_\_\_ (SPECIFIC PAY PERIOD/DATE)

### DIRECT DONATION

I WOULD LIKE TO MAKE A ONE TIME DONATIONS OF \$ \_\_\_\_\_

PAYMENT METHOD  CASH  CHECK  CREDIT CARD

CARD NO: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CVV: \_\_\_\_\_

### DESIGNATIONS: (OPTIONAL)

PLEASE DESIGNATE THE FOLLOWING AMOUNTS TO THE FOLLOWING AGENCY OR AGENCIES

AMERICAN RED CROSS	\$ _____	ISAIAH'S SOUP KITCHEN	\$ _____
BOY SCOUTS OF AMERICA	\$ _____	LEADERS	\$ _____
BOYS AND GIRLS CLUB	\$ _____	LIGHT OF LEA COUNTY	\$ _____
CASA OF LEA COUNTY	\$ _____	OPPORTUNITY HOUSE, INC.	\$ _____
CENTER FOR THE ARTS	\$ _____	OPTION, INC.	\$ _____
FAITH IN ACTION	\$ _____	THE SALVATION ARMY	\$ _____
GIRL SCOUTS	\$ _____	WHI HOBBS	\$ _____
HEART'S DESIRE	\$ _____	OTHER	\$ _____

### AUTHORIZATION

BY SIGNING HERE, I COMMIT TO UPHOLD THIS AGREEMENT AND AUTHORIZE MY CONTRIBUTION, INCLUDING MY PAYMENT OPTION OR PAYROLL DEDUCTION OR CREDIT CARD/DEBIT CARD CHARGE. PAYROLL DEDUCTIONS WILL BEGIN JANUARY 1ST.

X  
PLEASE SIGN HERE

DATE: \_\_\_\_\_