

# Wrapping Up Your Campaign

## Communicate Your Progress

It's important to your success to let everyone in your company know how the campaign is progressing. Try one or more of the following:

- Call United Way office to let us know about key events
- Create a progress report to send via e-mail or post on bulletin boards for all employees
- Post a Thank you to volunteers
- Announce winners of various contests, incentives, etc. as they happen to encourage more people to get involved

## Report Lessons Learned

- Tell us successes so we can help other businesses improve their campaigns
- Let us know about shortcomings and what improvements need to be made

## Complete the Paper Work

- Make sure all pledge cards are signed
  - White Copy: United Way
  - Yellow Copy: Employer
  - Pink Copy: Contributor
- Fill out Report Envelope
  - Update organization information
  - Record cash, payroll, direct billing credit and special event donations separately on section provided
  - Fill out Corporate Contribution section

## Hand In Your Report Envelope

- Call volunteer for pick up
- Return to one of the banks listed on the envelope
- Return to United Way office

## And You're Done!

Thank You for making our community a better place.

### Don't Forget about Communicating the United Way Message Year Round ...

You have just finished running an excellent campaign—but please don't forget about United Way! It is important to continue the United Way message all 12 months. We have created many different ways for you to do that (without an extra time commitment from you). Please e-mail [unitedway.stacey@tznet.com](mailto:unitedway.stacey@tznet.com) to learn about free opportunities you can utilize throughout the year.

# The Sky's the Limit ...

*Packed with ideas for a first time coordinator*

*Plus, NEW ideas to inspire seasoned professionals*



Marshfield Area  
United Way



# 2009 Best Practices Ideas Guide

# 2009 Best Practices: Campaign Ideas Guide

## United Way Facts

**2009 Campaign Drive Chairs:**  
Joe & Ginny Mazza

**Mission Statement:**  
To improve our community's capacity to care for one another.

### What does United Way do?

1. Human service programs, community leaders and volunteers **assess needs** throughout the year.
2. Each spring nearly 100 United Way volunteers direct funds to programs that show they are **creating lasting change** in the identified community needs.
3. United Way encourages **collaboration** to build stronger services and reduce duplication.
4. United Way then raises funds through an annual community drive to create **opportunities for a better life for everyone.**

### Who receives the money?

United Way funds 37 local programs that work to address our area's most critical needs. 1 out of 4 residents in the Marshfield area have used a United Way funded program. So, your contributions may help your friends, family or neighbors in need.

### What areas are served?

Our programs serve the Marshfield area including: Arpin, Auburndale, Marshfield, Neillsville, Pittsville, Spencer, Stratford and other area communities. (See brochure).

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# Ways to Say Thank You

## Thank You Sack Lunch

Order sack lunches for every contributor. Include a thank you note from your CEO or United Way. Or, include thank you drawings or letters from children served by a United Way program.

## Balloons or Flowers

Surprise each investor the last day of the campaign. Place a balloon or flower at their desks to thank them for their thoughtfulness.

## Candy Gram

Show your employees a little appreciation with a treat for their sweet tooth! Distribute candy bars with a thank you message attached to all participants who invested in the United Way campaign.

## Simple Can be Best

Have your CEO spend a few minutes at the next staff meeting congratulating employees and acknowledging campaign workers.

## I "Contributed" Cookout

Offer a cookout to all who contributed. Decorate with United Way balloons and posters. Have the cooks wear United Way shirts under their aprons.

## Prize Patrol

Have management or the campaign committee wheel the prizes around the office on a cart until they reach the winner for public recognition. If you do this once a day during your campaign, it serves as a reminder to others to turn in their pledge card.

## Waffle/Pancake Breakfast

Have management serve up breakfast for everyone who contributed.

## Display Your Thanks

Develop a bulletin board featuring your employees' efforts: hang a giant thank you card, post a thank you from a program or develop a collage of photos your employees doing volunteer work or helping during the campaign.

## Use Your Established Communications

Run Thank You ads in employee publications. Include Thank You payroll staffers with paychecks. Display Thank You posters. Send a letter from your CEO to campaign committees and contributors.

## Stick with Your Theme

Tie your Thank You Event back into your campaign theme. Use similar ideas to your kick off or events held throughout. This is a nice wrap up for your employees. Sparkling cider is the perfect way to celebrate outstanding campaigns.



Bank Presidents Al Nystrom of M&I Bank and Kathy Rhyner of Associated Bank served employees of both organizations homemade pies as a thank you for 100 percent participation after a 2007 challenge

between the two organizations.

# Incentives *(continued)*


## Other Incentive Ideas:

- Paid Time Off ~ *often the most popular!*
- Open Candy or Soda Machines
- Free Oil Changes
- Gas Gift Cards
- Gift Certificates
- Tickets to Sporting Events
- Extra 1/2 hour for lunch for a week
- “Leave Work Early” Passes
- Free Hotel Stays
- Prime Parking (or Parking Space Auction)
- Sleep in Late Awards

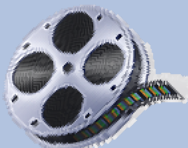
## Incentives can be given for:

- Department/shift with highest percentage of giving.
- Any employee who meets or exceeds giving guidelines.
- First employee/department/shift to complete and return pledge forms.
- First department/shift to reach goal.
- Any employee who increases their pledge over last year.

**Know your employees!**  
*Are they ...*



Coffee addicts?  
Do they love the outdoors?  
Chocolate Lovers?  
Creative Crafty Folks?



Waterpark users?  
Sports fans?  
Do they enjoy dining out?  
Movie goers? Rental Lovers?

**Put together gift baskets or find unique gifts from local business donations.**



*From left to right:  
Figi's crowd for the  
Chili Final, Roehl  
Transport Pie  
Throwing and Captain Mike  
Schmitt at Saint Joseph's Hospital Kick off event.*

*We love to see what you're doing! Send us pictures of your new, fun or silly events. Or better yet, let us know when they are and we'll come to show our support.*

*We'll feature your events on our Blog, photo gallery and newsletters.*

*And, you have a chance of appearing in next year's Best Practices Ideas Guide.*

*Call 384-9992 or e-mail  
unitedway@tznet.com*

## CATEGORY KEY

We have organized ideas to help you find what's right for your company and employees.



Want something easy and laid back? Look at the **Mild ideas**.



Looking for not too wild but still fun? Check out the **Medium ideas**.



Ready for campaign activities everyone will be talking about for months? The **Spicy ideas** are right for you.



Want something you haven't tried before? This icon shows that it's a **new idea** in our guide.

## *I just don't wear the Shirt, I LIVE IT.*

Last year we rolled out United Way's new, powerful tagline: LIVE UNITED™

LIVE UNITED is an awareness that even the smallest every day actions can influence the person next to you. Focus on creating positive ripples by taking action to Give. Advocate. Volunteer.

Collect your employee's short stories (as short as a 4 sentences) about how they LIVE UNITED. It's a great way to feature employees and communicate how the impact of small gestures.

Send your LIVE UNITED profiles to United Way with a signed release and receive a free LIVE UNITED T-shirt for each profile.

Be a part of change: Give. Advocate. Volunteer. LIVE UNITED™

# Creating a Theme

Using a theme is a great way to tie activities together and create a feeling of **excitement** for supporting United Way. A clever theme helps **boost participation**.

**Build support** by having employees help select theme.



Mild

**United We Make a Difference**  
Decorate the office in red, white and blue. Tie a red, white or blue balloon to the desk of all donors as a visible sign of their support.

## Fall Fest

Decorate the office with your favorite signs of fall. Celebrate the changing of the season or the open of fall sports. Hold potlucks with your favorite fall comfort food.



## Southwestern

This versatile theme can take you back to the Old West with a squirt gun shooting contest or chair wrangling contest. Or you can take the cuisine and have a Mexican potluck and dress the office in cacti and other desert decor. Have a best “desert dessert” cook-off.



## Tune into the Community

Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musician. Sell employees’ old CDs. Hold a musical talent show. Organize a sock hop. Raffle off mp3 players or gift cards for music downloads.



## Black and White Party

Take an elegant spin from United Way’s LIVE UNITED branding by going back to the basics with black and white. Host a black & white party, do a scavenger hunt, guess the baby photo (black & white photos only).

## Be a Life Saver

Have some fun, beach style! Sand, sunglasses, beach balls and some festive music make your office a whole lot hotter. Give out Lifesaver candy for donations.



## Paving the Way for a Better Community

Use the reconstruction of Central Avenue as your inspiration: decorate with hard hats, cones, road signs, etc. Demonstrate the roadblocks some people face who can benefit from United Way programs. Create road signs featuring real statistics from our community (data is available from United Way). Celebrate when you reach your final destination.

## Hometown Heroes

Promote the campaign by using the concept of being a hero in your community through donating to United Way. Use a movie or sports theme in conjunction with this concept of being a “hero.”

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# Incentives

You use incentives for raffles, gifts for highest percentage of giving or increase or prizes for contests or special events. Incentives are proven to increase campaign totals. The best ones are those tailored to your employee interests. Don’t break your budget: seek donations from your company, employees, local businesses, specialty shops, restaurants or taverns.

## Packer Football

The donation request process has changed. Please contact United Way for the correct form for a football request. *Limit: One football per organization.*

## Baseball or Basketball Fans?

The Bucks and Brewers have a donation policy for charitable campaigns as well. Contact United Way for details.

*Please note: With all professional athletic donations, please plan ahead to accommodate for processing and shipment of the item.*

## Early Bird Gets the Worm

In the middle of your campaign, treat donors who have already turned in a pledge form. Place a balloon on their desk with a note of thanks. This encourages employees to turn in their pledge forms early, while recognizing individuals who are eager to give.

## Hero Sandwich Luncheon

Hold a lunch for employees: build your own hero sandwich, a potluck or pizza. This is a surprise treat for everyone.



## Midnight Breakfast

If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees.

## Ice Cream Social

Motivate with one scoop or two! Use frozen yogurt for a healthy lifestyles option. Pile on all your favorites and celebrate your successes so far and brainstorm ways to keep your campaign rolling.

## Latte Stand

For more distinguished coffee drinkers, offer a latte stand in the morning. Thank them for donating and remind them that for the amount of a cup of coffee or tea or candy bar each week they are providing help for a person in need.



2006 Saint Joseph’s Hospital Campaign: As an incentive to employees, managers dressed up as the Miller Park Sausages and ran a mini-race.

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# Special Events: Food Related *(continued)*



## Bake Off or Cook Off

Be creative with your cooking! Hold a contest for the tastiest desserts, cupcakes, bread, stir-fry, hot dishes, etc. Have categories for most creative, best of show, spiciest or most unusual. The sky is the limit! Host a pot luck or auction off the entries.

## Employee Cookbook

After all this cooking, compile recipes of employees, bind and present as an incentive or sell so everyone can enjoy all of these creative and yummy ideas.

## International Food Day

Employees can celebrate their diversity by serving foods from around the world. Employees can purchase tickets redeemable for food items at the event. Award prizes for the best entrée or dessert.

## Shake Social

Mix up shakes or serve ice cream to create a social hour for employees to sit back and relax. This event is great for a 50's theme. Surprise attendees with a "celebrity" appearance from the movie "Grease."

## Progressive Breakfast

Have each department bring a breakfast food item. Employees rotate throughout the office to sample each department's contribution to the progressive breakfast. This is a great chance to mix with other departments and boost communications.



## Pie-eating contest

Choose employees or managers to compete in a pie-eating contest. Tie participants hands behind their back and time them to see how many cream pies they can eat in the designated time. Hot wings, cupcakes, mashed potatoes or jelly beans ... you can incorporate this concept with anything.

## Chili Cook-off

Employees cook their favorite chili recipe to be judged by coworkers. Or, have a potluck for employees to bring their favorite dishes. Attendees judge the best dish.



*2008 Figi's, Inc. Chili Cook-off  
A three week event with tasting and an event, complete with displays from each finalist and local celebrity judges.*

## Pumpkin Carving Contest

Get your creative juices flowing! Have categories for most scariest, traditional or creative pumpkins. Paint or use props if you don't want carved pumpkins. Hold a pumpkin recipe contest for muffins, stews or other yummy pumpkin concoctions.



# Creating a Theme *(continued)*

## Teaming Up for our Community

Use a sports theme to unify your campaign. Kick it off with a tailgating party in the parking lot. Employees wear their favorite team jersey and contributors win "most valuable player" awards.

## Living Fairy Tales

Recreate your favorite book or fairy tale from your childhood. Create Winnie the Pooh's Hundred Acre Forest in the office. Tap into your inner Dr. Seuss and hold a rhyming contest. Create an obstacle course even Curious George will envy. Have a gingerbread man baking contest. Let your favorite memories as a child inspire you.



## Mardi Gras

Celebrate Mardi Gras a little early. Decorate with easy to find festive Mardi Gras trinkets, streamers and beads. Have a mask decorating contest enjoy jazz and blues music during a gumbo cooking contest.



## Favorite TV Series or Movie

Utilize your favorite television series or movie past or present to create this exciting theme. Run trivia contests, guess the character quote and more! Play operation if your show is Grey's Anatomy, Set up a Whodunit for a CSI or Dexter theme. Create an obstacle course perfect for any action movie like Harry Potter, Spiderman or Batman or escape to Through the Looking Glass and have a tea party with the Mad Hatter.

## A Ghoulishly Good Time

Have a Halloween party, create a haunted house. Hold a range of contests: pumpkin carving, pie eating, (or throwing) and costume contest. Match monsters to their movies or hold a horror movie trivia contest.



*ODC ends its Halloween themed campaign by throwing pies.*

## Other themes to incorporate into your campaign:

- A Ray of Hope ... You
- Catch the Spirit
- Caring Works Magic
- Dare to Care
- Discover the Magic of Giving
- Fall Fest
- Let's Make a Deal
- Oscars/Red Carpet Party
- Paint a Brighter Tomorrow
- Party in Paris
- Roaring 40's (or decade of your choice)
- Together We Can
- Tropical Paradise/Luau
- Victory Circle
- Write a Happy Ending
- Time Period of Choice: Ancient Egypt, Roman Empire

# Special Events

Special Events are a fun way to boost your campaign—it can make the difference between an average and record campaign year. They offer an opportunity for everyone to participate. **Remember to invite United Way to your special events!**



**Mild**

## Read or Walk-A-Thon

Get fit or dig into a good book! Donate for each hour of participation. Want some competition? Collect entry fees from individuals or participate as a team. Count your steps using a pedometer or count pages or chapters. Set penalties or bonuses and see which team or department wins!

## LIVE UNITED: Health & Giving Events

Host special events to raise money and improve the health of employees at the same time. Yoga classes, healthy eating tips, stress reduction sessions and more.

## Plant & Produce Sale

Gather all your green thumb employees to donate flowers, fruits and vegetables from their summer and fall harvest. Hold your own local gardener's market. Or take them back to the fair days to vote on best tomato, biggest zucchini.

## Coin War

Set up empty containers for each floor or department. Coins are positive while paper money is negative points. Sabotage opponents by dropping dollars into their bottle. The group with the highest point value wins.

## Compliment-O-Gram

Explore the power of small gestures. Make up special forms and sell them to office employees as a way to give a compliment, flowers or balloon to a fellow employee. Charge \$1 per compliment or \$2 if they wish to do so anonymously.



## Baby Picture Contest

Employees bring in a baby picture of themselves (or their children) and staff guesses who is who. Charge an entry fee for employees to submit their guesses. The person with the most correct answers wins a prize.



## LIVE UNITED Scavenger Hunt

Put a new twist on a familiar idea: challenge employees to find things (or people) that are examples of creating a better life for all and Give. Advocate. Volunteer. You can also hunt for black and white objects, create clues about different Partner Programs and have employees travel to each and collect signatures on their LIVE UNITED shirt.

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# Special Events: Sports related (Continued)

## Armchair Quarterback

Select managers to compete in a football toss from their office chairs. Hold a rally for employees and encourage them to wear their favorite football team's gear. Employees can sponsor contestants for every yard thrown. Add an extra challenge: play a game of "catch" with extra dollars donated for each ball caught, penalties for interceptions.

## Office Chair Races

Have employees race on their office chairs using their feet or plungers to push themselves along! Set a course, create your own rules, make wagers and set penalties.



2005 Marshfield Savings Bank Campaign: Executive Chair Race

# Special Events: Food related



**Mild**

## Cookie Exchange

Have employees bring a plate of their favorite cookies to swap them with others or sell.

## Build Your Own Sundae

Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

## Menu Auction

Ask employees to donate menus that they would prepare. These menus are then auctioned. For example: Specialty Coffee and Dessert for Four; Spaghetti Dinner for Six; Indian Meal for Two; Fondue for Four. As an added touch, do not reveal names of the cooks until after the menu is sold, to create suspense as to who would be cooking for meals. The date of each dinner should be negotiated between the cooks and successful bidders.

## Lunch Box Auction

Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous.

## Breakfast of Champions

Employees will arrive early for this morning treat! Serve up orange juice, coffee, lattes, yogurt, muffins and all the fixings for a good breakfast to start the morning the right way. *Also works well as an incentive!*



Partner Program Personal Development Center's Breakfast Stand in City Hall.

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# Special Events: Sports related

## Office Mini Golf

Set up a mini-golf course at the workplace, using slinkies, ramps, “water hazards,” sand traps. Enter teams and have a mini-golf outing just like one on a real course!



## United Way Olympics

Employee teams compete with each other for prizes in outrageous events, including the cotton ball lift, water balloon toss or wastebasket free-throw.

## Tricycle Races

Staff or management race tricycles outdoors or throughout the building.



## Tailgate Party

Employees toss footballs at a target to earn prizes. As target distance increases so does the value of the prizes. Perfect for a football theme.

## Frisbee Golf Tournament

Have an outing on the local Frisbee golf course and raise money like a regular golf tournament.



## Poker Run – (for walkers, joggers or bikers)

Participants pay entry fee and are given a map or clues for the route. As participants check in at each periodic check point, they are given a playing card. Best poker hand at the end of the race wins.

## Sports Trivia

Exercise your mind and test the sports fanatics! Who was the 2004 NBA Rookie of the Year? Who was the first round Packer draft pick the year they won the Super Bowl? How many names are on the Stanley Cup? *(Tip: Use GoodSearch for United Way for questions & encourage employees to use it to find their answers!)*

## Horseshoe or Ladder Golf Tournament

Use traditional horseshoes or ladder golf (or Polish golf). Take the staff outside and start pitching. Most points win, charge entry fees or penalties when opposing team gets a ringer.

## Table Sports Tournaments

Host a Ping Pong, Air Hockey or Foosball tournament. See who has the best hand-eye coordination as the battle of table top games progress.

## NASCAR Racing

Start your engines! Have managers dress up as NASCAR drivers and enter the kick-off meeting on scooters. Give employees pit passes and auction NASCAR merchandise.

## Volleyball Tourney

Host a volleyball (or basketball, etc.) tournament within your organization or community. Teams play an entry fee to compete. Make it interesting: Blind Volleyball, Mud Volleyball, etc. Gather together people who are playing already and have them play for a good cause!

# Special Events (continued)



## Match the LIVE UNITED Profile

Have employees write a short profile of how they LIVE UNITED. Then, post profiles and have others guess who belongs to each.

## Creative Tie Contest

Divide up into different teams within the office. Each team should use its creative talent to “design” a tie. Put the ties on display for a few days or for the duration of the campaign. Put a container with each tie to collect money for the best tie. The tie with the most money wins. Designate someone within the company to model the winning tie and wear it for the entire day wherever he or she goes.



## United Way Trivial Pursuit

Distribute facts about United Way by memo, e-mail or post on bulletin boards every day for a week. Then, ask trivia questions based on the information. Those completing all questions correctly are entered into a drawing or receive a prize.

Or have a marathon using the traditional game. Use entry fees and penalties for teams or individuals.

## What Was I Thinking?! (Ugliest Hair, Tie, Prom Attire, Bridesmaid Dress Contest)

We’ve all looked back at pictures and uttered that phrase. Bring in those pictures and place votes for the ugliest. The brave souls can wear their ugly dress.

## Formal Dress Day

Sick of casual Friday? Dress to the nine’s instead. Hold a lunch and award prizes for the snappiest tuxedo and fanciest dresses.

## Silent Auctions and Raffles

Silent auctions are fun and easy. Have staff auction off services, such as gift wrapping, cooking, gardening, crafts or any other hidden talents. Have executives auction parking spaces. **If you’re doing a raffle, remember to contact United Way for the license number.**

## Kite Flying Competition

Hold a kite making, decorating or flying competition. Give awards for smallest, largest, most creative or longest flying kites. Decorate your office with kites, wind socks and mobiles. Donate your projects to a youth program. Order a Kite shaped cake to celebrate the end of your high flying campaign.



## Decorating Contest

Have a door, window or cubicle decorating contest, with the winning team getting a free lunch or other prizes.



2007 Figi’s Campaign:  
Heroes Among Us

## Special Events (continued)



### Hula Hoop/Jump Rope Contest

Let employees know that at a specified time there will be a “hula” and/or jump rope contest, & encourage them to practice during the week prior to contest date. Play some fun music. See who can hula or jump rope the longest or most hulas or jumps. Hula or jump rope towards a goal or line & back. Award prizes.



### Frozen Turkey Bowl

Use 2-liter plastic bottle filled with water for bowling pins and a frozen turkey as a ball.

### Wii Tournament

Hold a tournament using your favorite Wii games. Golf and bowling are great games even the novice can have fun with.



Marshfield Savings Bank  
Wii Tournament

### Survivor

Divide the office into two teams and have them battle it out to see who can raise more funds. Play games like office immunity challenges and eat gummy worms. Learn what it's like to live without necessities, as some who use United Way programs do. Quiz employees on what it's really like to survive in the Marshfield area when you are in need. (Example: You have \$100 for bills. Do you buy groceries or pay the heating bill?)

### Extreme Makeover, Supervisor Edition.

Set up one jar per “boss” and whoever has the most money in his/her jar at the end of your campaign will be made-over by a group of individuals.



### Hot Wheels Race

Hold a Hot Wheels car race, employees sponsor their favorite car. Hold separate heats and award prizes. OR use remote control cars on an “obstacle course.” Fastest car through the office, wins.



### Costume Contest

Perfect for late October campaigns—or any time you want to add excitement. Pay an entry fee for each costume, have a theme or just let imaginations run wild.



Marshfield Furniture  
2008 Halloween  
Costume Contest

### Weirdest, Wildest, Ugliest Contest

Hold a contest searching for the weirdest, wildest, or ugliest: ties hats, earrings, or shoes! Laugh at yourself and encourage voters by donating \$1 per vote. Or hold a guessing contest to see which of these weird, wild or ugly objects belong to who.

### Ornament Raffle

Bring in hand-made or purchased ornaments to hang on a tree. Names/numbers are chosen until all ornaments are picked from the tree. Raffle tickets are sold for \$.25 each or five for \$1.

## Special Events (continued)



### Family Day or Carnival

Organize a festival for your employees or families. Have age appropriate games and food.

The highlight of the day can be a dunk tank with brave employees or managers. Sell chances to sink your coworkers.

### Laugh Olympics

Employees compete in crazy athletic” events for silly prizes. Participants donate a fee to enter. **Games could include:** Egg toss, Water balloon toss, Egg & Spoon Race, Pin the Tie on the Executive and Waste basket free throw.

### Duct Tape the Boss

Sell one-yard lengths of duct tape and duct tape the boss to a wall. Have the boss stand on a chair and after there is enough tape holding him/her, pull the chair out. Sell photos of employees standing next to the boss to raise additional funds. *Also a great incentive idea.*



**GoodSearch** Use [goodsearch.com](http://goodsearch.com) as your default search engine and select United Way—Marshfield to raise money as you search.



Century 21 Gold Key Realty's 2008 Family Fun Day, complete with Dunk Tank.

### But Don't Forget to Inform!

We want you to have fun with your activities but we also want you to inform your associates of the programs and services supported by their contribution to United Way. It's great to have fun, but it's also important to remember we have people in our community who are working but still struggling to make ends meet. Here's what your United Way contribution is doing to help your family, friends and neighbors right here in the Marshfield area:

- Residents find support and learn how to handle life's challenging circumstances. They use these skills to become better parents and provide for themselves or their families.
- Youth participate in safe activities that will help them stay out of trouble, improve their grades and relate with adults.
- People in need receive food and clothing to stay warm and nourished.