LEADERSHIP GIVING

LEADING THROUGH GENEROSITY

CREATED BY
United Way of the Cape Fear Area

2019
LEADING TOGETHER
IMPACTING OUR COMMUNITY

In every community there are those blessed with the capability, capacity and persistence to succeed eminently in their chosen field. They become our leaders.

Individuals and organizations choose to become leaders. They choose to be special, but it is the intention and responsibilities they take on, that makes them so.

The Cape Fear region is blessed to have individuals and organizations who choose to advance our community through their leadership and generosity. Leadership giving in the United Way of the Cape Fear Area begins at $1,000:

THE HARRIS NEWMAN SOCIETY - $1,000-$4,999

Your $1,000 ($20/week) can:

• Cover the annual cost for evidence-based Why Try curriculum at all 6 Communities In Schools of Brunswick Action for Success Program school sites and help students with social-emotional learning and building resiliency skills.
• Give the gift of reading to for adults and those with English as a second language by covering the cost of 6 classes at the Cape Fear Literacy Council
• Feed 15 families for a week at Mother Hubbard’s Cupboard

THE LAURENCE GRAY SPRUNT SOCIETY - $5,000-$9,999

Your $5,000 ($100/week) can:

• Cover the cost of 2 teens to spend a year in Kids Making It Apprentice Program
• Provide a warm, nutritious meal for 8 weeks to 45 families in YWCA’s Grandparent Support Network
• Provide hygiene products for 80 low-income students through Communities in Schools in Brunswick

THE ALEXIS DE TOCQUEVILLE SOCIETY - $10,000+

Your $10,000 ($200/week) can:

• Cover the cost of 32 hours of Job Readiness Training & Job Placement for 2 individuals at Step-Up
• Feed 5 children for a year (every weekend and all school programs) with the Backpack Program
• Help employ 2 youth for 8 weeks of summer employment through BRC’s Voyage Summer Employment Program
• Provide after-school programming, snacks, and a meal for year for 2 children at Brigade Boys & Girls Club.
LEADERSHIP GAMES
BRING IN THE BRASS

EXECUTIVE FANTASY AUCTION
Executives at your office might have some hidden talents that could be offered up as a "fantasy" package. Offers can include gourmet meal preparation or use of someone's vacation property.

EXECUTIVE SERVICE
Executives donate an hour to serve lunch to employees — have co-workers pay to be part of the event.

UP ON THE ROOF
Ask supervisors, managers, directors and CEOs to participate. Employees raise a set amount for the boss to spend a lunch period or night on the roof in a tent. Plan a cookout, so everyone can watch the boss on the roof.

EXECUTIVE LAWN SERVICE
Managers or executives donate time to do yard work at the homes of employees who bid for their services.

JAIL
Construct and decorate a jail made of cardboard. Managers are sentenced to the office jail for a determined amount of time or until they raise a set amount of bail money donated to United Way.

DOLLAR-AN-INCH CONTEST
Executives participate in an all-day competition to end the day with the shortest tie. Don't forget the ladies, they can wear ties too! Employees cut an inch off their favorite executive's tie each time they donate.

EXECUTIVE DUNK TANK
Employees pay per ball for a chance to dunk their boss or pay a higher fee to walk up and press the "dunk" button. Participants pay extra to add a bag of ice to the dunk tank water.

LUNCH WITH CEO
Auction or raffle off lunch with the boss — CEO’s treat!

EXECUTIVE CHEF
Auction off dinner for two or more at the home of an executive.
Be sure to check out our partner handbook that details how to implement a successful workplace campaign. It details more about the United Way, and gives directions to prepare, implement, and finish a successful campaign.

**UWCFA CONTACT**

5919 Oleander Dr.,
Building II, Suite 115
Wilmington, NC 28403

910.798.3900
kari.parker@uwcfa.org
hayden.beale@uwcfa.org

“I am proud to call the Cape Fear area home. Throughout my career, I have lived in many places around the world and I have never experienced such a giving and supportive community as the Cape Fear. I have been involved with multiple community outreach groups. However, I have a special appreciation for the impact of the United Way and all they do for our community to leverage resources and improve the lives of local people. GE has been part of this community for more than 50 years and we have over 2,000 families here in the community. The GE Hitachi community outreach focus areas align very closely with those of the United Way making them an ideal community partner. We placed a special emphasis on this partnership in the aftermath of Hurricane Florence when we teamed with the United Way for a “Give Back” day when more than 200 of our employees volunteered to support United Way partner agencies who were helping families recover from the storm. I give to the United Way to help keep the community strong and resilient for both my family and my GE work family.”

I have never thought of it as “giving,” but rather giving back. I give back because I have been fortunate enough throughout my entire life to have received so much. I give back because I feel an obligation to reinvest in a community that has invested in me. As a business owner, I have been humbled by the support shown to me by our local citizens and community leaders. As a member of our community, I have witnessed the philanthropy of other businesses, organizations, and individuals who give back that inspire me to do the same. As a father, I live to set an example that my children will carry into the next generation. My roots are firmly set in this great town and it’s important that I give back in a way that provides the foundation to help secure a bright future for years to come. The United Way has made this possible with their commitment to reinvest the donations they receive directly back into our local community and the families I proudly call my neighbors. I encourage anyone looking to make more than just a donation, but to really make a difference to consider giving back to our United Way.

Jay Wileman, President and CEO, GE Hitachi Nuclear Energy

Michael McWhorter, President, Mojotone