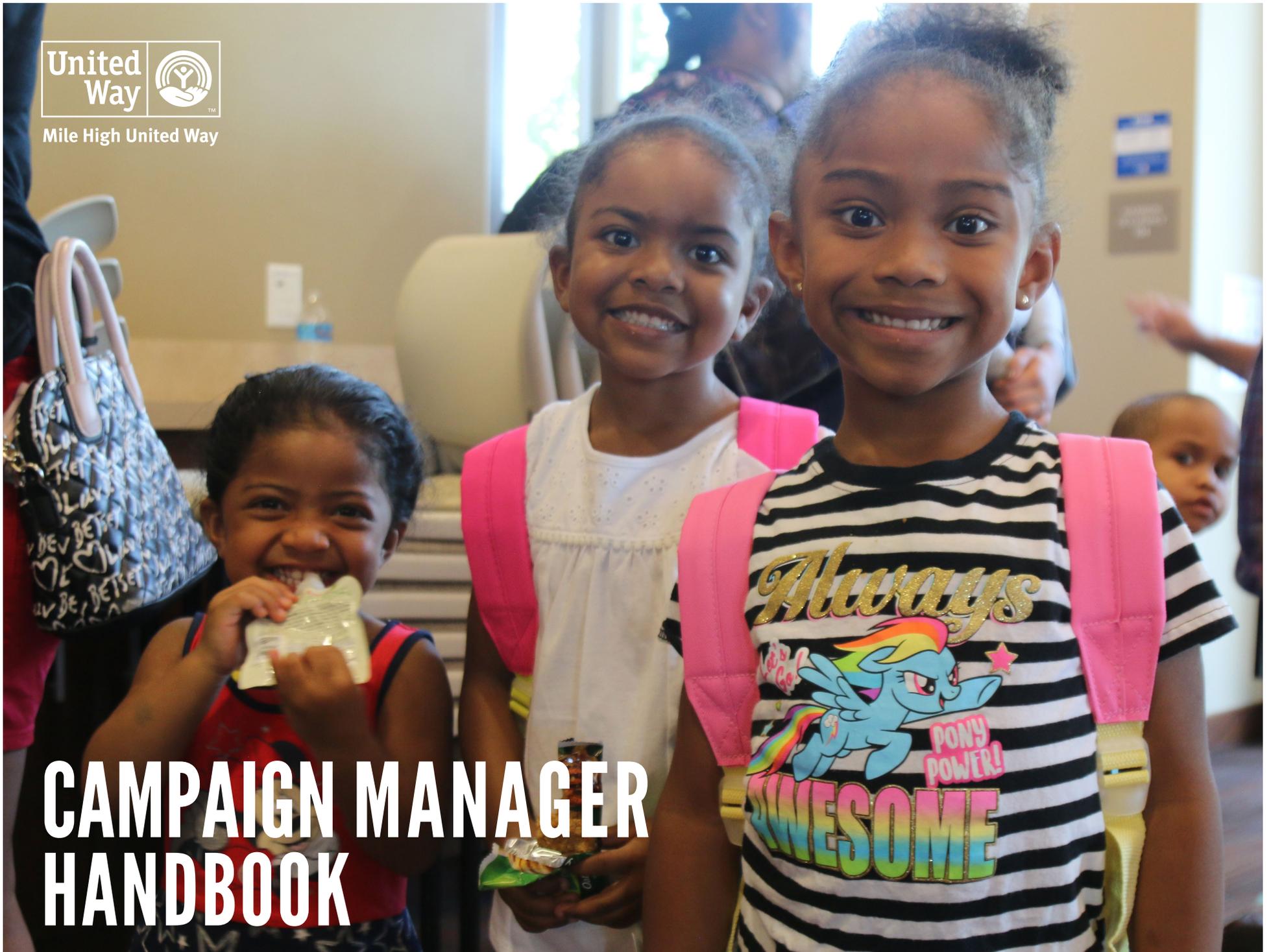


United  
Way



Mile High United Way

# CAMPAIGN MANAGER HANDBOOK



# MILE HIGH UNITED WAY

*Impacting our community, together*



Mile High United Way

Dear Campaign Managers,

Welcome to a new era in corporate philanthropy! We're so excited you've joined Mile High United Way on this incredible journey.

We admire your dedication to giving back to the community, and together, you and your employees will be able create even greater impact at scale—the likes of which has never been seen before in our community.

From digital transformation to a changing corporate culture, the workplace is drastically evolving. And as you know, today's employees want to work for a company that shares their values and provides opportunities to make positive impact in the community. Thank you for being a hand-raiser, and a true leader in Corporate Social Responsibility.

Our team will be with you every step of the way, as you enter the new era of philanthropy with us.

Warmly,

Christine Benero

*President and CEO*  
Mile High United Way



Christine Benero, President and CEO of  
Mile High United Way



[instagram.com/unitedwaydenver](https://www.instagram.com/unitedwaydenver)



[twitter.com/unitedwaydenver](https://www.twitter.com/unitedwaydenver)



[facebook.com/unitedwaydenver](https://www.facebook.com/unitedwaydenver)

# WHO IS MILE HIGH UNITED WAY?

## *The Corporate Team*



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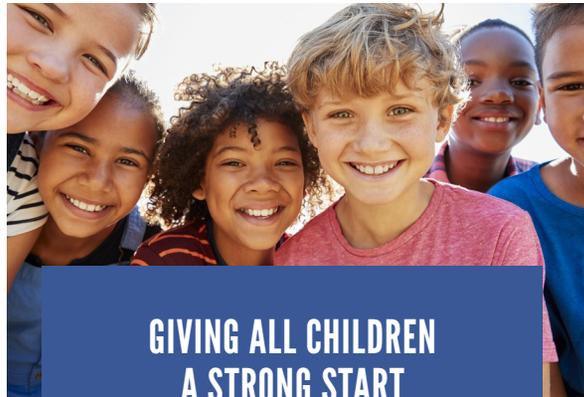


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# WHY MILE HIGH UNITED WAY?

*We fight for the education, health, and financial stability for everyone in our community.*

Working side-by-side with the community, Mile High United Way tackles an audacious goal—to take on the big, complex issues facing our community. By mobilizing community resources, we are fighting for the education, health, and financial stability for everyone through our four inter-connected impact goals:



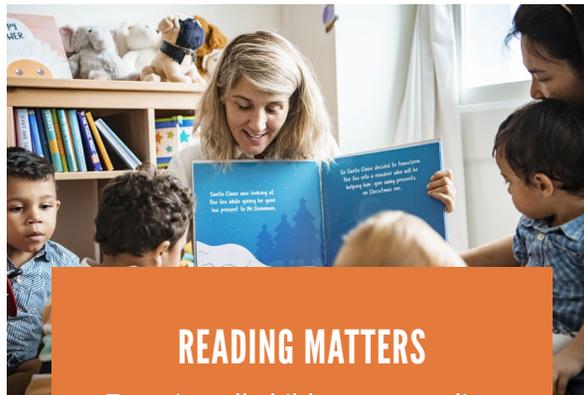
## GIVING ALL CHILDREN A STRONG START

Ensuring all children enter school ready to succeed.



## DEVELOPING TOMORROW'S TALENT

Ensuring all youth graduate from high school ready for post-secondary education or the workforce.



## READING MATTERS

Ensuring all children are reading at or above grade level by the end of third grade.



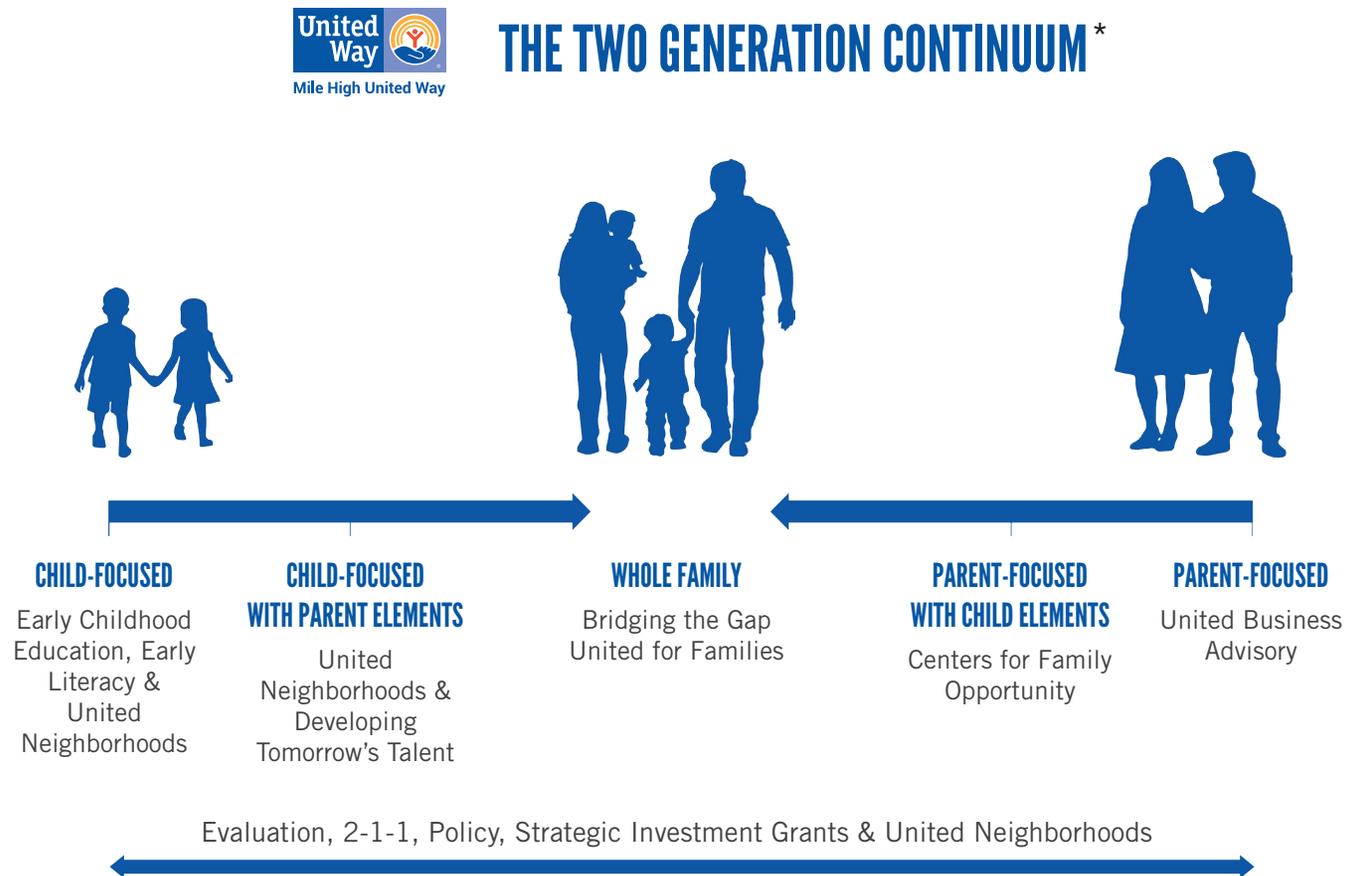
## CREATING ECONOMIC OPPORTUNITY FOR ALL

Ensuring people can meet their basic needs and have opportunities to move toward economic success.

# WHY MILE HIGH UNITED WAY?

*We serve children and their caregivers together*

When programs and policies are designed with the whole family's educational and economic future in mind, and families are assisted to reach the social networks and resources they need to be successful in life, opportunity becomes a family tradition.



\*See Appendix for a detailed breakdown of these community investment areas and their impact.

# WE ARE YOUR PARTNER IN CORPORATE SOCIAL RESPONSIBILITY.



**Evaluation and Reporting:**  
Customized reports highlighting your impact.



**Year-round Engagement:**  
Employees can stay connected to our mission throughout the year.



**CSR Roadmap:**  
We will build your CSR framework and help you achieve your goals.



**Employee Giving Campaign:**  
We can help you innovate your giving campaign and make it more effective or more grassroots.



**Digital Solution:**  
Inspire, connect, and empower employees to engage in causes they care about.



**Volunteer Opportunities:**  
Transformational projects for your team within our programs and partner agencies.



**Recognition:**  
We'll help tell your story.



# YOU'RE AWESOME.

Thank you for taking on the role as campaign chair for your company. We know it's a lot of work, but your energy and effort is greatly appreciated by those we serve.

Remember, you are not alone in running your campaign. Mile High United Way staff is available to help you if you have questions, need information, or need help with your campaign.

## Meet your Mile High United Way team

**Your Resource Development Lead** is your main point of contact for the campaign. Your Lead can help you plan, set goals, execute, and wrap-up your campaign. If you do not know who your Resource Development Lead is please contact **Haley Shilts** at [haley.shilts@unitedwaydenver.org](mailto:haley.shilts@unitedwaydenver.org).

**Leadership Coordinators** are staff who work directly with leadership donors (individuals who donate \$1,000 or more annually). They can assist with implementing a leadership giving strategy for your campaign and integrating donors into existing leadership donor events and opportunities.

**Tocqueville Managers** are staff who work directly with Tocqueville donors (individuals who donate \$10,000 or more annually) in an effort to steward those relationships. They can help you implement a Tocqueville giving strategy for your campaign.

**Volunteer Coordinator** is the individual who specializes in engaging your company/team within the community through volunteerism. In 2018, we hosted 2,700 volunteers at our annual events: Project Homeless Connect, Turkey Trot, and the Children's Holiday Party. We organized 180 Days of Service to help corporate partners give back while enhancing their corporate visibility, team building, and engaging employees in causes meaningful to them.



Cigna bike build



Mile High United Way

# THE TOP **10**

*BEST PRACTICES FOR YOUR CAMPAIGN*

# BUILD A TEAM.

## *Define internal roles and responsibilities*

Don't run your campaign alone! Recruit a committee of enthusiastic, resourceful and committed employees to help plan the best campaign possible.

### **Shake it up**

Include cross departmental support to play a key role in your campaign.

### **Stay regular**

Set up regular committee meetings and delegate responsibilities.

### **Lead by example**

Have your committee take on leadership roles with events and activities.

### **Our team is:**



# NAIL DOWN LOGISTICS.

## *Determine your timeline*

Keep it short and goal-oriented! The most effective campaigns run for 2-4 weeks. Let's set specific goals, start and end dates, and inform your coworkers.

**Start Date:** \_\_\_ / \_\_\_ / \_\_\_

**End Date:** \_\_\_ / \_\_\_ / \_\_\_

**Kick-Off Event:** \_\_\_ / \_\_\_ / \_\_\_

**Kick-Off Location:** \_\_\_\_\_

**Time:** \_\_\_\_\_



# SET YOUR GOAL.

*Keep it challenging, yet attainable*



Be ambitious but realistic so your coworkers have an attainable goal to reach.

## Assess prior year data

- Employee giving totals
- Leadership giving totals
- Number of employees
- # of donors
- # leadership givers
- Employee participation (total donors divided by total employees)
- Previous 3-year giving totals
- Difference year-to-year (%)

## Identify potential

Average gift \$ x # of new donors = total increased participation:

# of new leadership givers (\$1,000+ annually) x \$1,000 = total leadership increase:

## Identify growth

There may be opportunity to increase your support through corporate matches, corporate gifts, or sponsorships!

**Our goal is:**



# PLAN YOUR ACTIVITIES.

The events and activities that take place during a campaign are awesome team building opportunities. Help keep everyone connected to Mile High United Way's mission while having fun together.



## Plan a pop up event

For maximum impact, be sure to invite the Mile High United Way team so that we can showcase the important work happening right here in the Metro Denver area.

**Our rally event:** \_\_\_ / \_\_\_ / \_\_\_



## Schedule lunch and learns

Provide opportunities for employees to learn more about the community needs and how they can get involved. We can provide you with a wide variety of topics for your lunch and learn.

**Our lunch and learn:** \_\_\_ / \_\_\_ / \_\_\_



## Themes

Creating a campaign theme provides a unifying way for employees to compete with each other while adding a fun aspect throughout the campaign.

**Our campaign theme:** \_\_\_\_\_



# ACTIVATE LEADERSHIP.

*The benefits of giving at the leadership level*

Set a meeting with upper management and organizational leaders about the benefits of giving at the Leadership level of \$1,000 or more annually.

**Plan a Leadership breakfast** – Provides the opportunity to educate, inform, and inspire all potential leadership donors at the beginning of the campaign.

**Plan a Leadership appreciation event**– Provides an opportunity at the close of the campaign to specifically recognize all leadership donors.

**Our Leadership kick-off event:** \_\_\_ / \_\_\_ / \_\_\_ **Our Leadership appreciation event:** \_\_\_ / \_\_\_ / \_\_\_



# PLAN YOUR ONSITE ENGAGEMENT.

## Engage for a Day: Community Kits



### MILE HIGH UNITED WAY MAKES IT EASY

We bring a service project to you! Help out right from your own conference room by building kits of basic-needs supplies and comforts.

Event facilitation includes:

- Coordination of all logistics for your team and the nonprofit partner
- Registration and impact tracking on our website, Volunteer United (optional)
- Interactive educational activities to illuminate the challenges of poverty (optional)
- Branding of the finished product with your logo

### COMMUNITY KITS PROJECTS

Choose from any of the kits below for your Community Kits building opportunity.

#### SPREAD THE LOVE

Assemble sack lunches to be distributed at shelters and senior centers.

Cost: \$3/lunch

#### CAR KITS

Create a kit to keep in your car. Volunteers will fill reusable water bottles with necessities. Volunteers are encouraged to keep their kits after the event.

Cost: \$6/kit

#### UNITED NEIGHBORHOODS SUCCESS NOT STRESS KITS

Pack kits for kids who will be going through standardized testing.

Cost: \$7/kit

#### SO FRESH, SO CLEAN WELLNESS KIT

Assemble packs with travel size toiletries that helps adults experiencing homelessness care for themselves.

Regular: \$8/pack; Veteran: \$10/pack

## COMMUNITY KITS



## JOIN US



#### FOR THE LOVE OF BOOKS

Help young at-risk children develop a love of books and reading by creating a fun interactive activity to accompany a gift book.

Cost: \$12/pack

#### BRIDGING THE GAP PRESCHOOL & TODDLER DEVELOPMENTAL KITS

Support foster youth who are raising children of their own. Create kits that have fun educational toys for the kiddos and resources for the parents.

Cost: \$14/kit

#### CYCLE TO SUCCESS

Work as a team to assemble a bicycle for a child. Bikes include a helmet and a sticker with your company's logo. We can also arrange a delivery opportunity at a nearby school.

Cost: \$150/bike; minimum of 10

*All kits include notes of encouragement for the recipients branded with your company logo.*

# COMMUNICATE TO YOUR WORKFORCE.



To support you in your campaign and help improve the odds for everyone in Metro Denver, we offer an easy-to-use digital toolkit that includes email templates, sharable videos, suggested social media posts, a downloadable poster, thermometer, and more.

View and download all of your tools: <https://unitedwaydenver.org/corporate-resources/>

## Video

Educate your employees about the power of a gift to improve the odds for everyone in Metro Denver by watching a video at your kick-off event, or including a video in an email to remind people of the importance of your campaign.

## Volunteer United

Make use of Mile High United Way's volunteering hub to find opportunities for your employees to give back during your campaign:

[volunteer.unitedwaydenver.org](https://volunteer.unitedwaydenver.org)

## Salesforce.org Philanthropy Cloud

Salesforce.org Philanthropy Cloud is the first-ever global platform that connects employees, customers, and partners with the causes they care about the most. A digital solution where corporate and personal social responsibility intersect, Philanthropy Cloud will not only make giving accessible, easier and more effective—it will change the face of philanthropy as we know it.

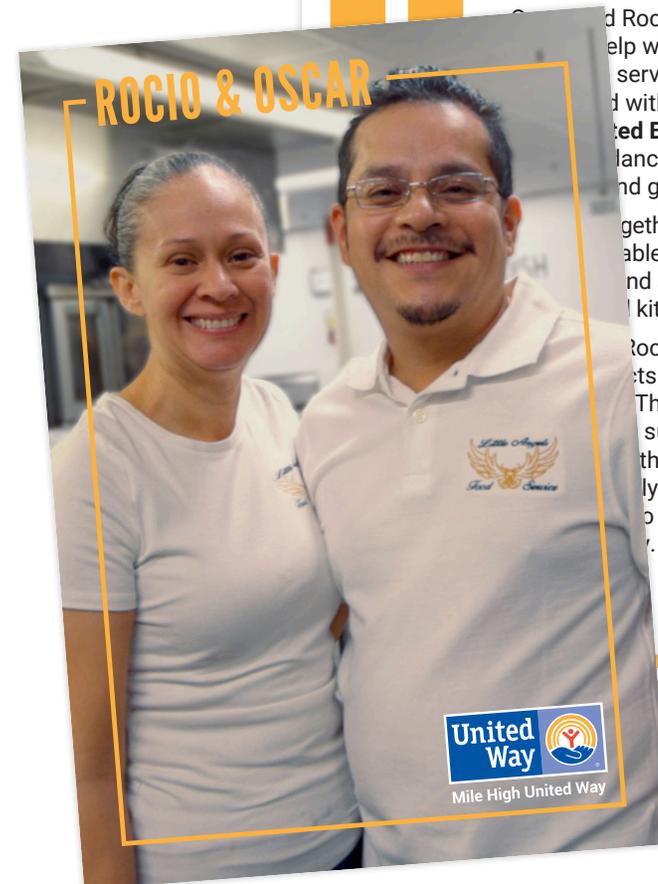
Welcome to the future of philanthropy. Welcome to Philanthropy Cloud.

## Mile High United Way Story Cards and other print materials

Our digital toolkit will provide you with printable collateral to help educate your employees about the work done at Mile High United Way. In addition, we can give you a series of printed story cards—convenient take aways printed with the stories of people whose lives have been changed by the work done by Mile High United Way, thanks to the support of companies like yours.

44

Owning a business is challenging, but it's even harder when you have a family to provide for.



Rocio knew they would need help when it came to starting a service business. They reached out with **Mile High United Way's Small Business Advisory** for guidance so they could launch and grow their business.

Together, Oscar and Rocio were able to tighten up their budget and secure a loan for a new kitchen space.

Rocio has secured grants and hired more staff. Their business is thriving and succeeding! Most importantly, they're able to focus on their daughter so she can own her own food business.

Learn more about Mile High United Way at [unitedwaydenver.org](https://unitedwaydenver.org)

# BE IN THE KNOW.

## Learn the lingo

As a campaign leader you will get asked many questions about the Mile High United Way Employee Campaign. Here are some questions you might receive:



### **What programs does Mile High United Way offer to the community?**

Mile High United Way provides direct service to the community through our 2-1-1 Help Center, Bridging the Gap, our Centers for Family Opportunity, United Business Advisory, United for Families, and United Neighborhoods™. Additionally, we strategically invest nearly \$6 million annually in 95 Impact Investment Partners. To learn more about our work visit <http://unitedwaydenver.org/what-we-do>.

### **How much does Mile High United Way invest in the community each year?**

Donors like you invest more than \$29.8 million in Mile High United Way annually of which 82% is directly invested into programs and services across Metro Denver. This far exceeds the Better Business Bureau recommendation of 65%.

### **What is a “designated gift?”**

Mile High United Way is proud to promote philanthropy and honored to provide the service of facilitating donor gifts to other charitable organizations. When that gift is directed to a program or organization outside of Mile High United Way Community Impact Fund or one of our direct service programs, it is considered a “designated gift.” Donors can designate contributions to any valid 501(c)(3) non-profit organization.

### **Does Mile High United Way have a processing fee for designated contributions?**

Yes, a fee up to 15% capped at \$450 may be charged on designated contributions. This fee exists in order to cover the costs associated with verifying the eligibility of the organization, processing ongoing contributions through payroll deduction and direct payments, distribution of payments to the designated organization, and providing a single tax receipt for all contributions.

### **Is there a minimum to give?**

A gift of any amount to Mile High United Way’s Community Impact Fund or direct service programs (such as Bridging the Gap) makes an incredible impact on our work. If a donor chooses to designate their gift to another 501(c)(3) non-profit organization there is a \$24 one-time gift or a \$2 per month minimum. Any gifts less than \$24 will be allocated to Mile High United Way’s Community Impact Fund.

### **When does payroll deduction start?**

For campaigns running in the fall, typically payroll deduction begins January 1st of the calendar year following your campaign.

### **What is the difference between donor pledge detail and payment detail?**

Donor pledge detail provides Mile High United Way with the specific pledge amount and designation information for each donor at your company at the end of the campaign. Payment detail provides itemized accounting of how much is contributed by each employee with each payment remitted to Mile High United Way throughout the year. Mile High United Way strongly encourages your company to provide pledge detail and payment detail with each remittance.

### **Why trust Mile High United Way?**

Ranked by Charity Navigator, we are a 4-star charity. By this it means, “[we] exceed industry standards and outperforms most charities in [our] Cause.” Mile High United Way is also an Accredited Charity through the Better Business Bureau and meet all 20 of their standards. To learn more, please visit the Appendix.



# WRAP UP. REPORT OUT.

## *Finalize your campaign*

The steps below outline the process to follow to successfully close out your Mile High United Way Campaign.

### **Schedule an end date**

Publicize your campaign's end date so employees know when the last day to give will be.

### **Close out financial information**

Collect all pledge forms by the end date or inform the Mile High United Way staff of when you'd like to close your giving portal. Contact your Mile High United Way representative to collect pledges, donations, and special event money.

### **Reporting your company's success**

Submit the final results to Mile High United Way within two weeks of the campaign closing. Also be sure to work internally with your payroll team to ensure they have what they need to close out the campaign.



# THANK YOU!

## *Expressing appreciation for employee involvement*

Ensure that your employees had a positive and rewarding experience with the campaign.

### **Express appreciation for participation**

Thank donors, employees, and your team in a timely fashion after the campaign.

### **Celebrate with your office and with us**

Host a thank you event for your employees: Coordinating a campaign-close event is a great way to bring all your employees together, to recognize them and their hard work during this year's campaign.

Attend the Community Champions celebration: (see next page)



# SAVE THE DATE TO CELEBRATE.

Join us at the Community Champions Celebration in spring 2020

The Community Champions Celebration recognizes the outstanding efforts of all of our corporate partners and highlights some of the most innovative campaigns in an awards ceremony during the event.

## CHAMPION OF HOPE AWARDS



## SPIRIT OF HOPE AWARD



## BEST DIGITAL ACTIVATION



## BEST VOLUNTEER INITIATIVE



## BEST GIVING THEME



## BEST CORPORATE MATCH PROGRAM



## BRIAN SMITH AWARD FOR MVP IN A CAMPAIGN



## CHAMPION OF HOPE EMERITUS



2001



2002



2003



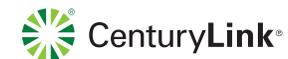
2004



2005



2007



2009



Your friendly Mile High United Way campaign partners.

# APPENDIX

## Events, Engagement, and Ideas

### No or low cost fundraising events

- **Silent Auction** – Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction.
- **Wall of Wine** – Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Employees purchase tickets for \$10 and get to select one of the bottles of wine.
- **Cubicle Makeover** – Have employees' makeover their cubicles. Theme the cubes to Mile High United Way community impact goals.
- **CEO Embarrassment & Change for Change** – Whether it is a pie in the face, dunk tank, or any number of other activities, embarrassing the senior leadership is always a popular activity. Conduct a change for change drive. As a part of the drive, give all of the Leadership Team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from total. Leadership that raises the least gets embarrassed.
- **Jeans Stickers** – This is an oldie but a goodie. Sell stickers for jeans days. Some companies will sell stickers that are good for the entire year! Mile High United Way can provide the stickers free of charge.
- **Raffle for Executive Parking Spot**
- **Bike-a-thon** – Charge an entry fee. Participants collect pledges for the number of miles they ride.
- **Bake Sales** – Ask employees to bring their favorite cakes, cookies or breads. Even a small office can raise a lot of money with minimal effort.
- **Executive Auction** – Get the executive staff to donate half a day or an executive parking spot to the campaign. Then auction each executive off to employees. The executive must take over the employee's job for that half day or give their parking spot away for a month.
- **Dinner For a Week** – Get 7 restaurants to donate a dinner for 2 and raffle off a week of eating out. Sell tickets for around \$30 each. The lucky winners are able to eat out every night for a week.
- **Barbecue Contest** – Fire up the grill and breakout your best BBQ recipe. Ask members of the team to act as judges and have different categories for various meats or vegetables. Require guests to pay to attend.
- **Home Grown** – Employees donate items for auction such as cakes, cookies, monthly parking spots, a weekend at their summer cabin or a home cooked dinner. Services such as a car detailing, a month of lawn mowing or painting also may be auctioned.
- **Lunch with Leadership** – During an auction or as a campaign incentive offer lunch or a mentoring session with top executives.



Molson Coors playing *Change The Odds* (see Appendix for description)



Zoolander walk off campaign engagement event

# APPENDIX

## Events, Engagement, and Ideas

### Company sponsored events

- **Mobile Food Sales** – Host a coffee cart or ice cream truck. Sales of all items support Mile High United Way.
- **Leadership Lunch** – During the campaign, encourage participation amongst employees. The department with the highest participant gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that give \$1,000 or more.
- **Pancake & Waffle Breakfast** – Host a pancake or waffle breakfast for employees. Charge employees for the ticket. Encourage leadership to serve food at the breakfast as a way to show their support for the campaign.
- **Office Olympics** – Set up an obstacle course in the lunchroom, several offices, and several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee with the funds going to Unite Way.
- **Lunch Time Meals** – Sponsor a lunch of spaghetti, chili, barbecue or another favorite food. Charge a flat fee for all you can eat, enough to cover expenses and a small contribution.
- **Balloon Pop** – Place gift cards or small prizes inside balloons and sell raffle tickets to get a chance to pop the \$5, \$10, \$20, \$50 etc. balloon at your campaign wrap up celebration.

### Mission driven and educational events

- **Changing the Odds board game** – This engaging board game developed by our volunteer team and members of our Community Impact team helps players build empathy and awareness for the circumstances that can lead to a family experiencing poverty. Participants come away with knowledge about Mile High United Way programs and initiatives as well as the work of our strategic nonprofit partners. Opportunities and barriers along the way provide an emotional connection to the clients we serve.
- **Making Choices Game** – During an existing staff meeting or team play the “Making Choices” game. The purpose of the “Making Choices” game is to have employees experience the difficult decisions hardworking people in, or on the edge of poverty face everyday. Mile High United Way can provide the template or facilitate the game.
- **Race to a Strong Start** – Race to a Strong Start is a minute-to-win-it interactive game that not only tests your quick skills but is also a fun way to compete against your coworkers. Learn more about how early learning experiences help develop children in our community to give them a strong start.
- **Educational Panel** – Host an educational lunch n’ learn with an issue-based topic to inspire employees to get involved. Topics can include, “Status of Women & Girls in Education,” “The Education Gap in Denver,” “What is Impacting Poverty in Denver,” and much more!
- **Are you Smarter than a 3rd Grader?** – Integrate United Way’s Reading by Third Grade goal with a take-off of this television show. Contestants are asked questions which can be 3rd grade material or United Way information, with a panel of “3rd Graders” to ask for help.
- **Email Bingo/Trivia** – Send out key information and trivia questions about Mile High United Way’s work in the community. First person to respond gets a “chip” for their bingo board or points.

# APPENDIX

## Events, Engagement, and Ideas

### Team events

- **Hallway Golf** – Form teams, get creative, and create golf holes throughout your office floors. Incorporate Mile High United Way's mission, by conducting a food or book drive and use the raised items to create the holes. Employees pay to participate in the golf. Consider getting your corporate vendors to sponsor holes.
- **Tricycle Race** – Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Have employees "bet" on their favorite contestants to win also great to do in the parking garage or public outdoor space.
- **Amazing Race/Scavenger Hunt** – Host a scavenger hunt competition. Consider including Mile High United Way partner agencies as part of the hunt.
- **Sports Tournaments** – Host a basketball, dodge ball, four square, or any number of sporting event tournaments for your company. Participants pay to enter and proceeds come to Mile High United Way. Donate the sporting equipment from the games to a Mile High United Way program.
- **College Basketball Bracket** – During March Madness, turn your work bracket into a fundraiser for Mile High United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of Mile High United Way.
- **Point System Competition** – During the campaign develop a point system to encourage participation and a friendly-competition between departments. For example:
  - 6-points for giving during the campaign
  - 4-points for increasing gift from last year
  - 3-points for donating to the food drive
  - 2-point for volunteering during the campaign
  - 1-point for attending a campaign event (i.e.: kick-off, meeting, etc.) The team that wins the most points will earn a team lunch, half day of PTO, week of jeans, etc.
- **Competition between Companies** – Do you have a vendor or a competitor that also runs a workplace giving campaign with Mile High United Way? Consider doing a friendly competition between companies. Most raised? Most participation? The winning company has to provide the other company with a prize (i.e.: hosted lunch).
- **Baskets for Auction** – Gather your department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Movie Night, etc. Have a prize for the department whose basket raises the most.
- **Bowling Tournament** – Set up a bowling alley in a hallway using bottled water and a ball. Charge participants to enter. Participants can get pledges for the number of pins knocked over.
- **Minute-to-Win-It** – Create a friendly competition with "minute-to-win-it" games; such as cookie face and pong tic tac toe.



Anadarko's *Top Chef*-inspired campaign event

# APPENDIX

## Our Community Investments



### 2-1-1 HELP CENTER

A statewide community resource connecting individuals and families to critical resources including food, shelter, rental assistance, child care and more.



### BRIDGING THE GAP

Connecting young adults exiting the child welfare system with housing and personalized supportive services that guide them as they transition to adulthood.



### STRATEGIC INVESTMENT GRANTS

Investing vital financial resources in our partners to fight for the education, health, and financial stability for everyone in our community.



### UNITED NEIGHBORHOODS

Strengthening high-need neighborhoods by developing parent advocates, strengthening school-community partnerships, and linking essential resources to serve both parents and children.



### READ WITH ME

A volunteer program that brings together individuals and corporate partners with schools to improve student engagement, literacy, and a love for reading.



### CENTERS FOR FAMILY OPPORTUNITY

Serving families using a two-generational approach. Families receive financial coaching, continued education, and opportunities to build job skills to reach their goals - all in one location.



### CORPORATE SERVICES

Partnering with hundreds of companies to develop and lead Corporate Social Responsibility programs that positively impact our community while improving employee engagement and business returns.



### ADVOCACY

We advocate for policy change and the local and state level to help individuals and families in our community get the resources they need to thrive. Together, we remove barriers and creating pathways to success.



### UNITED BUSINESS ADVISORY

Helping locally-owned businesses realize their growth potential through consultation and professional services from skills-based volunteers in their industry.



### UNITED FOR FAMILIES

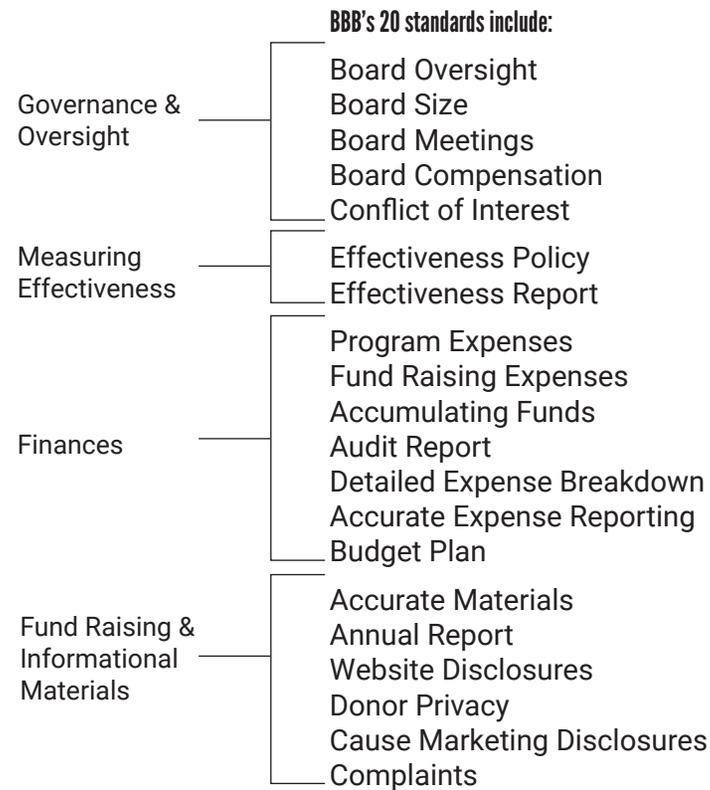
A new initiative that focuses on identifying high-need areas and resources to ensure all children in our community have access to high-quality early childhood education.

# APPENDIX

continued



From the Better Business Bureau's *How We Accredit Charities* site:



Mile High United Way is a BBB Accredited Charity.  
For more information, visit [www.give.org](http://www.give.org).