

United Way of Northern New York
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Annual Report of the United Way of NNY, 2014-2015

The Board of Directors of the United Way of NNY created a list of goals for the year. Here is a review of the progress toward meeting those goals.

Increasing the campaign:

- Our campaign goal was \$750,000, which we exceeded. Combined with State Employees Federated Appeal, our total was a little more than \$850,000.
- We educated new donors through videos <https://vimeo.com/104539451> and speaking engagements throughout the year.
- We have contacted by mail every member of the Greater Watertown Chamber of Commerce who is not running a United Way campaign. We now have every business in our Andar system for future tracking.
- We have contacted every school district that does not run a United Way campaign. We continue to ask districts that have campaigns to allow us to address staff.
- We have worked with Dave Zembiec and Jeremiah Papineau to talk to execs at several businesses that do not run campaigns.
- Working with Clarkson University and the Watertown Daily Times, we created an online pledge form for any campaign to use.

Communication with partner agencies, donors and volunteers

- We created a video review of our year: <https://vimeo.com/104539451>
- We communicated with partner agencies through numerous emails and 7 newsletters. We also held workshop on helping the working poor with tax preparation a seminar on charity laws
- We held a thank-you luncheon in Watertown and gave plaques to volunteers who raised the most money or had the largest increases in giving.
- We wrote thank-you letters to every Leadership donor and many other significant donors during the year.
- We educated the public about the United Way through several stories in the Watertown Times and reports on WWNY. We produced four columns in NNY Business regarding the United Way.
- We have just created our new campaign posters through BOCES that feature three NNY nonprofits.
- We have begun another round of speaking to partner boards of directors to communicate the mission of the United Way and get feedback on how we can help the partner.
- We have completed our new campaign video through WPBS, which allows us to email it to individuals throughout the year.
- We began the Boys and Girls Club endowment Oct. 1, 2015.

Targeting donors:

- We thanked our major donors at a Leadership Reception June 11.
- We have updated our Leadership giving brochure with more emphasis on making larger gifts to the United Way.
- We mention endowment giving to select donors.
- We emphasize corporate gifts when possible, but always in letters to companies.
- We have invited Leadership donors to our kickoff events.

Engaging board members:

- We held orientation meetings with new board members.
- Board members were active in organizing and helping to run our kickoff event and Leadership Reception in Watertown.
- Board members were active in creating forms for our online application for grants.
- Board members are actively helping us create a new Partnership Agreement.

Sustainable office

- All employees were reviewed by December. 2015. Goals being met included increasing our campaign, increasing our communication with supporters and contacting more businesses.
- Tracking of our time in each county needs more attention.
- We continue to work to reduce our administrative footprint so that more money can be given to nonprofits.

Bob Gorman
CEO, United Way of NNY