



# BENEFITS OF A WORKPLACE CAMPAIGN

LIVE UNITED

Since 1954, area businesses have been giving back to the community by participating in a United Way of Northeast Georgia workplace campaign. But what does that really mean?

EMPOWERS EMPLOYEES TO MAKE A DIFFERENCE	INVESTS IN PROGRAMS OF LOCAL NONPROFITS	BUILDS CAMARADERIE & BOOSTS COMPANY MORALE	SHOWS POSITIVE COMPANY COMMITMENT TO COMMUNITY
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It means that **United Way of Northeast Georgia is the connection point** to meet the needs across our region. Through study and research, we identified three areas where there is the most need: basic needs, early childhood success, and workforce development. That’s why we are committed to investing in impact in these areas. We also know that often people do not just have one isolated need. Our goal is to provide resources to programs that can help a variety of people and find solutions to unmet needs in all of these areas.



“Investing with United Way is an efficient, effective way to support your community. Organizations United Way funds are vetted for excellence, selected in collaboration with communities to ensure they address priority needs and evaluated for their outcomes and impact. Caterpillar is proud to support our communities through the United Way.”

**Todd Henry**  
General Manager  
Caterpillar, Inc. - Athens



“St. Mary’s is proud to partner with United Way to connect individuals and families to critical community resources important to health outcomes such as access to affordable and healthy food, sustainable employment, and safe housing. It is vital we all work together to meet social needs of our community, including those most vulnerable, and promote a glide path towards a healthy future for all of our children.”

**Montez Carter**  
President and CEO  
St. Mary’s Health Care System

We cover a 12-county region that includes:  
Banks, Barrow, Clarke, Elbert, Franklin, Greene,  
Hart, Jackson, Madison, Morgan, Oconee, and Oglethorpe

