

# Loaned executive program

## MAKE CHANGE HAPPEN

Each year, United Way of Greater Greensboro relies on the generous help of partners who participate in the Loaned Executive (LE) Program. LEs provide critical support to our annual fundraising campaign. These loaned professionals spend 8 to 13 weeks managing a portion of more than 400 workplace campaigns.

## LEs ASSIST UNITED WAY BY...

- Expanding the reach of our message to engage new people and companies
- Telling the success stories of the strategic programs associated with United Way
- Deepening corporate and community connections to broaden the base of community giving
- Strengthening United Way's commitment to breaking the cycle of poverty in Greater Greensboro
- Enlisting community engagement by offering volunteer opportunities

By sponsoring a LE, you make it possible for United Way of Greater Greensboro to create needle-moving change. With your support, we can minimize overall costs, allowing us to invest more dollars into the community.

## WHO MAKES A GREAT LE?

- Talented employees with leadership potential
- Individuals with fundraising/sales backgrounds
- Seasoned employees looking for a fresh perspective
- Individuals with an ability to commit at least four weeks part-time work (minimum 16 hours/week) between August and October 2021
- Individuals with a passion for community work

## BE PART OF THE CHANGE!

Contact [julia.thomas@unitedwaygso.org](mailto:julia.thomas@unitedwaygso.org) to loan one of your employees.

## EVERYONE BENEFITS

### Your Company

- Increased organizational visibility LEs build relationships and expand networks
- Recognition throughout campaign events and interactions
- Reputation as a company committed to strengthening our community

### Your Community

- Maximizes volunteer efforts while minimizing fundraising expenses
- Heightens community awareness of local needs
- Generates civic responsibility and a new generation of leaders in the community where you conduct business

### Your Employee

- Increased professional development with a focus on leadership, project/relationship management, fundraising, sales/marketing, public speaking and team-building skills
- Broadened network connections
- Deepened awareness of community issues, needs and resources
- Continued salary and benefits from company while giving back

*"Coming into the program, I really did not know much about United Way. After our detailed training and continued support I felt like part of the "Campaign" Team. Being able to help at a few of the rallies as a Strategic Partner speaker, I felt this really helped me to grow and work through my fears of public speaking. Even though the position only lasted 2 ½ months, had I not been asked to be a Loaned Executive, I would have missed out on so many experiences. I am so grateful that I was able to work with such a great team of people as well as meet new ones in our community. Now that I know how much United Way does for the community, I can take this knowledge and share it with others."*

- Erica O'Neal, Family Service of the Piedmont

**End local poverty**

3,000 households by 2030

100 Years of Transforming Your  
Compassion Into Community Impact

100  
YEARS

1922 - 2022



United Way  
of Greater Greensboro