

# JHM UWCM 2011 Campaign Speaking Points

## Opening

- Talk about why you personally support UWCM.
- The current economic conditions have brought significant challenges to our community. Despite these difficulties, we recognize that no matter how bad things may seem for us, that times are even more difficult others.

## Promote Johns Hopkins Medicine support for United Way

- Johns Hopkins is the largest supporter in employee dollars to United Way of Central Maryland.
- We are a leader in the community and our support is needed now more than ever.
- Why UWCM? Because no one agency or organization or government entity can solve our communities problems; but, with United Way, we are supporting thousands of health and human service charities and more than 100 core agencies, all working in collaboration to tackle our communities most pressing issues.

## United Way of Central Maryland is our partner of choice

- United Way is focusing on the issues that matter most to us and to our community by striving for change in education, income and health. A stronger community means a better life for everyone.
- 2-1-1 Maryland at United Way connects people seeking assistance with free, confidential information and referrals 24/7. Nearly 100,000 calls for help were received last year.
- United Way of Central Maryland is funding programs that work. Programs that:
  - Get people out of crisis
  - Keep people out of crisis
  - Help people achieve a better quality of life
- And UWCM holds itself and the agencies doing this great work accountable for achieving targeted outcomes. With United Way, donors can give to United Way, to the Johns Hopkins Neighborhood Fund, or donors can direct their contribution to any nonprofit health or human service agency in the country.
- Starting in 2009, United Way of Central Maryland introduced a low 5% designation fee (\$5 minimum, \$500 maximum).

## The ASK / The Close

- Please consider making a pledge today.
- Give help for today and hope for tomorrow.
- LIVE UNITED Give. Advocate. Volunteer.