



## 2023 United Way Campaign Talking Points for Managers and Ambassadors

Please reference these talking points when speaking with your team members about the Johns Hopkins Medicine United Way Campaign and to answer any questions they may have.

### About the campaign

- The campaign runs Oct. 16 through Dec. 22. The campaign kicked off with the Johns Hopkins Medicine United Way Leadership Breakfast on Oct. 16, 2023. You can view a recording of the event [here](#).
- This year's theme is "United and Moving Forward."
- Johns Hopkins has partnered with United Way for more than 50 years, and through the generosity of employees has raised millions on behalf of the communities we serve.
- A team of ambassadors representing our member organizations across JHM is working to raise money to assist those in need under the leadership of the campaign chairs: Maggie Moon, director, Department of Pediatrics, Johns Hopkins University School of Medicine, and co-director of Johns Hopkins Children Center, and Carolyn Carpenter, president of the Johns Hopkins Health System's National Capital Region.

### Achieving our goal

- This year, we pledge to raise \$1.24 million on behalf of the school of medicine and all health system member organizations in Maryland and D.C.
- When you support United Way, you help improve lives across our communities by promoting equity and increasing access to education, health, employment/financial stability and housing.
- It's easy and convenient to give with the new giving platform, e-Pledge. Go to [hopkins.org/unitedway](https://hopkins.org/unitedway) and look for the Give button. You can:
  - Donate directly to United Way.
  - Give through United Way to charities and nonprofits of your choosing, as well as to Johns Hopkins-specific initiatives.
  - Donate the cash value of unused paid vacation or time off to support victims of the Maui fires. (Last year, JHM employees donated more than 2,320 hours of PTO valued at nearly \$100,000.)
- Contributions will be accepted via credit card and payroll deduction. If requested, you can complete a paper form and give by check.

### Examples of how your donation makes a difference

- Donations to United Way directly support organizations such as the 211 Maryland United Way helpline, a 24/7 free and confidential service that provides information and community resources, in addition to referrals for housing assistance, transportation and a variety of health

and human services issues. One in six calls to the 211 line come from an individual or family who lives within a Johns Hopkins community footprint. ([View a brief presentation](#) from the JHM United Way leadership breakfast on Oct. 16.)

- Patients of the Harriet Lane Clinic at Johns Hopkins Children's Center can receive free Lyft rides.
- Organizations such as [Charm City Care Connection](#), a nonprofit started by Johns Hopkins medical students and that works with the Johns Hopkins Neighborhood Fund, can connect people impacted by drug use with health services and other support.

**Note: Add any fundraising activities from your team, department or organization.**