



AWARDED AGENCIES MEDIA PACKET

2019

United Way of
St. Joseph County



MEDIA RECOGNITION

As a grant recipient, United Way asks that you provide proper recognition in support with your program funded by UWSJC in the following ways:

- In any publications or promotions, please include mention of United Way's partnership in a way such as: *"This program is made possible with the partnership and support of United Way of St. Joseph County."* For press releases, logos can be found at <https://uwsjc.org/campaign-resources/>
- When a publication is released, please contact Communications Associate, Allie Royce at aroyce@uwsjc.org or 574.232.8201 ext. 261, with the direct link so United Way can share it on their platforms.
- For any photos from the program posted to social media (Facebook or Twitter), please tag United Way of St. Joseph County.
 - Facebook: www.facebook.com/uwstjoeconomy/
 - Twitter: twitter.com/uwstjoeconomy
- Please share any photos captured from the program with Allie Royce. If a specific United Way photo release form is needed, please find it at <https://uwsjc.org/campaign-resources/>
- If you need a photographer to assist with capturing photos for your program, email Allie Royce. If possible, United Way will send someone to assist with capturing photos.

For any questions about media recognition guidelines please email or call Allie Royce, Communications Associate, at aroyce@uwsjc.org or 574.232.8201 ext. 261

*Please note not all of these points will apply to every agency – when they do, we ask you provide recognition.

SHARE YOUR IMPACT

When people ask, "What does United Way do?" we share the important work of the impact partner agencies that are supported by United Way dollars, but we know we can do a better job of sharing these stories! We know your programs are benefitting so many people and you're making a remarkable difference in our community. Help us show not only potential donors, but the entire community how, collectively, we are creating a positive change to reduce poverty.

We want to share your impact through social media, blogs, and newsletters. Help us by sharing stories of the lives you've changed. A helpful form to guide these conversations can be found at below or at <https://uwsjc.org/campaign-resources/>. Please fill that out and return it to Allie Royce at aroyce@uwsjc.org. An annual schedule will be developed to assure we reach out to each of our partners for their important stories.

Once we have that form, we'll take care of the rest. Sample forms and stories can also be found below to give you an idea as to how we use that information to create a story.

*All stories will be shared with you and your client to look over before they are released on any public domain.

SHARE YOUR STORY

Name of organization and program:

Name, title, and contact info of person conducting interview

Name of client:

***If your client would like to be referred by a pseudonym please note**

Provide description of your program (goal of program, who does it serve, etc.)

Background/information about client (what brought them to this program/organization)

How is your client benefiting from the program? (What does it mean to them? How has it impacted their life?) *Quotes are beneficial in this section

Where are they now/future plans?

Any other information you believe would be impactful for a story:

SHARE YOUR STORY - EXAMPLE

Name of organization and program:

United Way of St. Joseph County – Kindergarten Camps

Name, title, and contact info of person conducting interview:

Allie Royce – Communications Associate
aroyce@uwsjc.org
574.232.8201 ext 261

Name of client:

*If your client would like to be referred by a pseudonym please note

Sarah: mother of a kindergarten camper, Hailey

Provide description of program (goal of program, who does it serve, etc.)

- Provide high-quality early childhood education programming to prepare students for kindergarten
- The success of children in later years depends heavily upon their readiness to begin kindergarten – the goal of these camps is to expose kids to the classroom and prepare them for their upcoming year.
- We practice a variety of skills – from reading, to raising your hand, listening, identifying letters, practicing sounds, working with others, and gaining confidence.
- Students are able to engage with instructors one-on-one and in small groups.

Background/information about client (what brought them to this program/organization)

Sarah is a single mother of three children, working two part time jobs to make ends meet. Sarah does what she can to provide the most for her kids but living in a low income household meant quality early childhood education wasn't accessible nor affordable. After hearing about United Way K-Camps from a friend, Sarah enrolled her daughter, Hailey, in order to give her the opportunity to succeed before she begins kindergarten and become acquainted with the classroom.

How is your client benefiting from the program? (What does it mean to them? How has it impacted their life?) *Quotes are beneficial in this section

- Hailey's confidence has improved the most – at the beginning of camp she was shy and unsure of herself. Now, not only is she more comfortable around other kids and in the classroom, but she also comes home excited to tell her mom about her day and what she has learned.
- Sarah has also seen the growth in Hailey as she learns letters, sounds, and social skills.
- Sarah is grateful for kindergarten camps because when Hailey comes home with a new book it gives them time together and reminds Sarah how important it is to encourage reading, writing, coloring, and other educational activities.
- "Thanks to kindergarten camps Hailey is now looking forward to starting kindergarten in the fall. As a mom I'm also confident that she is beyond ready and that the skills she's learned at camp will benefit her beyond kindergarten. This camp has given my child the opportunity she deserves to succeed." –Sarah

Where are they now/future plans?

- Hailey is getting ready to begin kindergarten in the fall and continues to show a love for reading.
- Sarah continues to encourage similar educational and interactive activities in the house after seeing such a difference in Hailey

Any other information you believe would be impactful for a story:

Sarah also expressed gratitude in receiving a backpack filled with back to school essentials at the end of camp.

- "Receiving a backpack lifted a weight off my shoulders. I want my kids to succeed and knowing Hailey will be starting out in the same place, with the same opportunities and resources as all the other kindergartners gives me a reassurance that she has a bright future ahead." –Sarah

Sarah talked about how k-camps not only helped her daughter but also helped her as a parent and understanding the importance of education even beyond the classroom

- "I didn't realize how important early childhood education was. But after seeing the change in Hailey, I'm grateful for this program and for helping my child in an area where I could not. Thank you to United Way for instilling a sense of excitement in my daughter when it comes to learning."

SUCCESS STORY EXAMPLE

Facebook Post:

AGENCY HIGHLIGHT: Thanks to United Way of St. Joseph County's Kindergarten Camps program, Hailey is not only excited to begin kindergarten in the fall but she is well prepared. Hailey has learned more about letters, sounds, and classroom procedures, as well as gained a newfound confidence. "Thanks to kindergarten camps, Hailey is now looking forward to starting kindergarten in the fall. I'm confident that she is beyond ready and that the skills she's learned at camp will benefit her even beyond the classroom. This camp has given my child the opportunity she deserves to succeed." – Sarah, Hailey's mom (photo attached)

Newsletter or website blog post:

Did you know the success of children in later years depends heavily upon their readiness to begin kindergarten? Did you know the first few years of education are the most crucial to establishing a solid foundation from which children can adapt to school systems and learn successfully?

Not many people know how vital early childhood education truly is to a child. And while vital, out of 6,000 children in St. Joseph County living in low-income households, only about 600 have access to high-quality early learning environments. In hopes of diminishing this gap, United Way of St. Joseph County offers Kindergarten Camps each summer to children from low-income households, in order to break down that barrier.

Sarah is a single mother to three children and works two part time jobs to make ends meet for her family. Sarah does her best to provide the most for her kids but living on a low-income budget meant that early education was neither accessible nor affordable for her daughter, Hailey. Through the recommendation of a friend, Sarah decided to enroll Hailey in Kindergarten Camps in hopes that she would gain the necessary skills and confidence as she prepared for Kindergarten in the fall.

After spending just a couple days at camp, Sarah began to see a completely different side of her

daughter. When Hailey started camp, she was shy and new to the classroom setting. Now Hailey is not only more confident, but she's excited to learn! While Kindergarten Camps help with learning letters, sounds, and classroom procedures, Sarah has seen an even greater growth in her daughter's confidence. "Thanks to Kindergarten Camps, Hailey is now looking forward to starting kindergarten in the fall. As a mom, it's such a relief to know that she is ready and excited. I know that the skills she has learned this summer will benefit her beyond the classroom in the fall. This camp has given my child the opportunity she deserves to succeed."

Hailey was especially thrilled with the backpack she got to take home, which was filled with back to school essentials. "Receiving a backpack lifted a weight off my shoulders and also made Hailey feel special. I want my kids to succeed, and knowing my daughter will be starting out in the same place as all the other kindergartners gives me a sense of reassurance that she has a bright future ahead."

We are proud to support Kindergarten Camps as we can see first-hand the greater impact this has on the community. Everyone deserves the chance to succeed, and by supporting children early on, we support our community

