

1. **United Way can help your organization become even more successful.**

Your United Way partnership benefits your business as well as your community. Today's consumers want to do business with organizations that care about their community and employees. The Chronicle of Philanthropy reports that Americans care more now about whether an organization gets involved in social issues than they did less than a decade ago. When you visibly support United Way, you are supporting programs that help you and your community thrive.

2. **United Way can help you retain and grow your customer base.**

More than ever, Americans want to work with organizations that care about them and their community. Research shows that supporting a cause can help an organization win business from a competitor. Approximately 86% of Americans are somewhat likely to switch to a brand that supports a cause if the competitor does not.

3. **United Way can help you attract employees.**

Employees want to work for organizations that care. In fact, 81% of Americans say they weigh an organization's contribution to fixing social ills when they choose where to work.

4. **United Way can help your organization build trust.**

Eight in ten Americans say that an organization that supports social causes wins their trust. The number of Americans who feel this way is on the rise—21% more Americans feel this way now than in 1997.



CHAMBER OF COMMERCE
What progress has preserved.

