



## 2024 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 Nov. 11 through Jan. 31.
- This year's theme is again "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: Carolyn Carpenter, president of the Johns Hopkins Health System's National Capital Region and co-chair Rick Redett, director of the Department of Plastic and Reconstructive Surgery and interim vice dean for clinical affairs at the school of medicine.
- Look for information from your member organization/entity about local events such as basket raffles and other fundraisers.

### Achieving our goal

- This year, we pledge to raise \$1.2 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 [hopkinsmedicine.org/unitedway](https://hopkinsmedicine.org/unitedway) and look for the Donate Now 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.
- 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.

- Central Maryland facts:
  - **149 individuals were served in United Way Family Centers**, including 75 parents and 74 children.
  - Student-parents at Benjamin Franklin High School in the Brooklyn Neighborhood Zone boasted a **67% high school graduation rate**.
  - **100% high school graduation rate** for student-parents at Excel Academy in the Poppleton Neighborhood Zone.
  - **Assistance for families at the Columbia Family Center**, 100% of whom were living at or below the ALICE Threshold.
  - **79 veterans served**.
  - **327 community engagement events**, which activated over **9,000 volunteers**, allowed for the distribution of more than **23,600 help kits**, and holiday support for **235 families**.
- NCR facts: Your generosity will directly impact families here in the NCR in a variety of ways, including
  - Diabetes screenings
  - Hygiene kits
  - Winter weather gear
  - School supplies
  - Groceries
  - Transportation for career training

**Note: Please add specific fundraising activities from your team, department or organization.**