

# Challenging Businesses

United Way of Massachusetts Bay (UWMB), and community partners are calling on local companies both large and small to give back to the children and communities where you do business through volunteerism. It benefits kids. It benefits community. It benefits business. And, we'll be with you every step of the way.

## The Business Challenge

United Way will link your employees to meaningful volunteer opportunities aimed at helping youth. We are working with the business community to identify goals for companies, volunteers, and kids. And we are partnering with organizations to connect you with volunteer opportunities that have proven results for youth including:

**MENTORING** United Way, in collaboration with The Mass Mentoring Partnership, can help your employees connect to youth in need of mentors. Opportunities through a variety of local agencies include one-to-one mentoring, school-based mentoring, tutoring with a mentoring component and more.

**JOBS FOR OLDER YOUTH** Older youth often find mentors and community connection through summer or after school jobs. United Way can connect you with programs that help companies develop jobs for youth.

**ENRICHMENT PROGRAMS** Enrichment programs are shorter-term volunteer engagements that enable youth to meet new adults and discover new ideas and possibilities. United Way can connect your company with a variety of these types programs that have proven outcomes for youth.

## Why youth?

Youth without supportive adult relationships are 94% more likely to have negative developmental outcomes at the end of high school. And, youth with close, trusted adults in their lives are significantly less likely to skip school, use drugs, start drinking or use violence. Yet only 50% of Massachusetts' youth feel they have a non-parent adult they can talk to outside school.

## Recent Research

Science has recently confirmed that a child's emotional development and cognitive learning are strongly interrelated. If we surround children with a network of supportive relationships—teachers, coaches, tutors, mentors, care givers and others—we help ensure children have a better chance to reach their full potential.

**You can make a difference in the lives of young people who need your help.**

**22.8%** of Massachusetts' children live in families with no employed adult in the household.

**For every 2 kids with mentors there is one on the waiting list.**



# The Business Challenge

“Mentoring is an important component of State Street’s community support program... Our four year involvement in programs like Big Brothers and Big Sisters mentoring programs has been rewarding for our employees and, we believe, has provided lasting benefits to the communities we serve.”

— George A. Russell, Jr.,  
Executive Vice President of State Street Corporation

## Overview

United Way will work with you to find the best way for your business to get involved. There are many different opportunities and we’ll offer you the support you need to achieve your volunteer goals with your business and employees in mind. With these resources you can:

**COMMUNICATE** to your employees the variety of ways to get engaged with youth in your community.

**CONNECT** your company with a specific organization serving youth in your community and partner to provide volunteers.

**DEVELOP** and adopt a volunteer policy that encourages ongoing volunteering.

## We’re Your Partner

UWMB can help you every step of the way to ensure that your efforts are successful for your company and the community. We can provide:

- Information on local opportunities for your email and internet communications
- A volunteer opportunity search box for your intranet
- Help setting up a volunteer fair
- Matching with a specific organization in your community in need of volunteers
- Information on developing a volunteer policy that allows for flex time or time off
- Consultation on developing a strategy to connect clients and vendors to your efforts
- Toolkits with information on educating managers and employees about the effort
- Recognition for you and your employees

## United Way

UWMB is an organization that funds 259 non-profit agencies that perform critical services in 64 towns across our region. And we strengthen the fabric of society by mobilizing volunteers, creating social services partnerships and by raising awareness around the issues that affect us all.

## Contact Us

To learn more about this important challenge or to find out ways to get involved, visit us online at [uwmb.org](http://uwmb.org) or contact Julie DiBari at [jdibari@uwmb.org](mailto:jdibari@uwmb.org)

## Leading the Charge

**IBM, State Street, BlueCross BlueShield, Liberty Mutual** have already implemented successful and innovative programs designed to enhance volunteer opportunities that help youth. Now it’s your turn!

Join the **Challenge Today!**



51 Sleeper Street  
Boston, MA 02210-1208  
P: 617-624-8000  
F: 617-624-9114  
[uwmb.org](http://uwmb.org)