

Join these organizations and the many other businesses that have participated in our **Loaned Executives** program:

- ◆ Access Health
- ◆ Anderson Global/Anderson Express
- ◆ Arconic/Alcoa/Howmet
- ◆ Bennett Pump
- ◆ Big Brothers Big Sisters of the Lakeshore
- ◆ Cannon Muskegon
- ◆ Catholic Charities West Michigan
- ◆ Child Abuse Council
- ◆ Comerica Bank
- ◆ Community Shores Bank
- ◆ Conn Geneva & Robinson
- ◆ County of Muskegon
- ◆ CWC Textron
- ◆ Disability Connection
- ◆ Edward Jones
- ◆ Fifth Third Bank
- ◆ Frontier Communications
- ◆ Harbor Hospice
- ◆ Huntington Bank
- ◆ IBEW 275
- ◆ Independent Bank
- ◆ L-3 Communications
- ◆ LifeCircles
- ◆ Malec Engineering Solutions
- ◆ Manpower
- ◆ Mercy Health
- ◆ Merrill Lynch
- ◆ MLive/Muskegon Chronicle
- ◆ Montague Area Public Schools
- ◆ Muskegon Brake & Tire
- ◆ Muskegon Charter Township
- ◆ Muskegon Community College
- ◆ Nowak Machined Products
- ◆ Parmenter O'Toole
- ◆ PNC Bank
- ◆ Pratt and Whitney
- ◆ Ramos Auto Body
- ◆ Raymond James
- ◆ SAF Holland

United Way
of the Lakeshore



United Way of the Lakeshore **unites to inspire change and build thriving communities** by focusing on Education, Income and Health—the building blocks for a good life. Our **Bold Goal** is to **help 10,000 more working families meet their basic needs by 2025.**

We collaborate with strong community partners to accomplish what no single organization can do alone. We invest in proven, cost-effective programs and initiatives, continuing the tradition of being the best return on your charitable investment.

For more information or to get involved in our Loaned Executive Program, contact Kara Zielinski at 231.332.4003 or kara@unitedwaylakeshore.org.

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Loaned Executive Program

A unique professional development opportunity that benefits your employees, your company, your community!



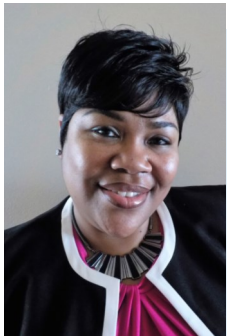
What is a Loaned Executive?

A Loaned Executive assists the United Way in planning, organizing and managing 6-10 workplace campaigns. Hours are varied and flexible.

Prior to assignment, Loaned Executives participate in a one-day training in July to focus on enhancing the following skills:

- ◆ Management
- ◆ Interpersonal Communications
- ◆ Presentation
- ◆ Sales
- ◆ Team work

The ideal Loaned Executive is someone who is **enthusiastic, organized, a self-starter,** and a **positive, community-minded person.**



Becoming a loaned executive for the United Way of the Lakeshore has given me the opportunity to impact our community by allowing me to help raise funds that will enrich lives. It has been a great way to learn about available resources first hand; resources that I had not known about until I started volunteering.

Not only does the United Way make a difference each year in the lives

of those in need, the organization has made a difference in my life personally. Through its funding, I was able to purchase my first home through Habitat for Humanity.

Participating in the loaned executive program has also helped me professionally. The program has given me the opportunity to get to know area businesses and their employees.

United Way is an amazing organization that I am proud to be a part of!

*Farrah K. Starr
Financial Advisor, Edward Jones Investments*

Why should your organization participate in the Loaned Executive Program?

The Loaned Executive program is a good fit for new and emerging leaders in your organization. The program helps them strengthen necessary skills for succeeding in your organization, while at the same time helping United Way inspire change and build thriving communities.

Your employees will gain:

- ◆ Enhanced leadership qualities
- ◆ Improved team building skills
- ◆ Project management skills
- ◆ Exposure to the community's top business and professional leadership

How do businesses benefit from supporting volunteerism?

- ◆ Improved public and community relations
- ◆ Increased employee commitment
- ◆ More productive employees
- ◆ Fewer lost employee hours

Source: Points of Light Foundation Youth & Family Outreach



Having worked in the fields of non-profit and education for years, I have seen firsthand the positive impact that United Way has on individuals, families, and communities. For me, being a loaned executive allowed me to connect with other like-minded individuals who are passionate about the wellbeing of all of our Lakeshore community members.

United Way has so many ways to get involved – donating, volunteering, and advocating for others. Loaned executives have unique opportunity of being involved at all of these critical levels.....encouraging others to donate to the campaign, volunteering our time and sharing the mission and ways to get involved with UW, and advocating by sharing the stories and needs of our A.L.I.C.E. population.

*Cyndi Langlois
Workforce Training and Accounts Manager,
Muskegon Community College*



What can my organization do if it doesn't currently have an available employee?

You can still support this valuable program:

- ◆ Retirees make excellent Loaned Executives! They have a vast amount of experience, as well as extra time to invest in their community. Suggest a name or two and we'll do the rest!
- ◆ A sponsorship of \$3,000 will enable United Way to hire a qualified candidate.