

The Journey of an Employee Contribution to the United Way of Greater Chattanooga

United Way of Greater Chattanooga 101

- 16 county service area
- More than 140,000 people helped each year
- Every dollar contributed stays in the community for services and programs

If you work for a company like **BlueCross BlueShield of Tennessee** that supports the mission of **United Way**, you can pledge your support and contribute directly from your paycheck. Here's the path *every dollar* takes.

1

Employee Compensation & Contribution



Monthly Company Contribution to United Way

2



3

Review by Panel of Community Investment Volunteers/Decision Makers



Distribution Among Three Impact Areas

4

In 2017, the BlueCross giving campaign raised \$470,000 for United Way of Greater Chattanooga.



For Every Dollar Contributed

\$0.46 to **Education**



37 Education Programs

Such as:

- Big Brothers Big Sisters
- Imagination Library
- Project Ready For School

\$0.35 to **Stability**



33 Stability Programs

Such as:

- Goodwill Industries
- Northside Neighborhood House
- Salvation Army

\$0.19 to **Support**



19 Support Programs

Such as:

- American Red Cross
- Boehm Birth Defects Center
- YMCA