

More Inclusive Workplace Giving Campaigns Benefit Everyone

United Way and ASC shouldn't have special status in county campaign.

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By expanding the campaign, the county would join other major metro, state and federal and private employers who promote a broader range of issues that reflect the diversity of today's employees and the issues they wish to support. Employees could support more life saving health screenings, enhanced patient and family services to ease the impact of illness and disability, initiatives to promote clean air, safe drinking water, and sustainable sources of energy and, in general, take part in meeting real needs that affect everyone's quality of life.

Workplace campaigns that offer choice generate more support for the community. The National Committee on Responsive Philanthropy once surveyed 227 companies on the impact of offering other charities alongside those of United Way in their campaigns. They found that giving increased in 93 percent of the cases and giving to the United Way increased 75 percent of the time. Allowing donors to designate their funding to other groups has proven to help all service organizations.

[Read the full commentary](#) .