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NEWSLETTER #5 - UNITED WAY EUROPE AND MIDDLE EAST



United Way Europe and Middle East Region

NEWS FROM THE EUROPE & MIDDLE-EAST REGION

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THIS MONTH HIGHLIGHT


[POLAND] : OPENING OF SWIATOTEKA WORLDTHEQUE



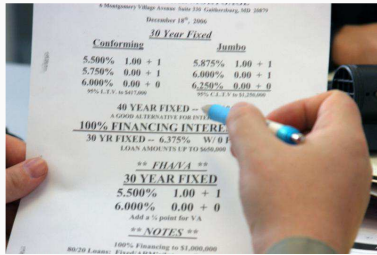
After 6 months of hard work, United Way Poland opened "Światoteka", a local day-club for children from Praga Poludnie district, thanks to the support of FedEx Express. Initial activities included art contest, private tutoring, catch-up classes for children and training classes for senior volunteers that will act as private tutors by helping children with their homework or just having a conversation. To know more on the worldtheque, [click here](#).

FLASH NEWS

 United Way Poland just launched an Instagram platform featuring the work of disabled artists from their Nikifors program. [Follow us](#) to stay tuned! You can also order Nikifors' Christmas cards [here](#).

 Check out United Way Romania's latest TV campaign on their [YouTube channel](#).

LATEST NEWS ON PROGRAMS



[ISRAEL] - THE SHMITA PROJECT
 Matan, United Way Israel is joining hands with businesses and the government to launch The Shmita Project, which will provide economic guidance and financial assistance educating families as how to budget, plan and provide for their homes to extricate thousands of families from the cycle of poverty. [Read more.](#)



[ROMANIA] - SCHOOL AFTER SCHOOL PROGRAM
 United Way Romania School after School program was extended to a new local school, thus increasing the number of assisted children to 120. The "School after School" was launched in October 2013 to help kids from low-income families stay in school and complete their studies. [Read more.](#)



[POLAND] - FIRST BELL AT SCHOOL PROGRAM
 Every year, United Way Poland collects within partner companies school supplies that are then distributed to children in need by volunteers. This action, called "First Bell at School" surpassed all expectations this year and benefitted more than 500 pupils. [Read more.](#)



[LIVERPOOL] - PLAY PARTNERSHIP PROGRAM

The Play Partnership Program delivered 70 summer play programmes that focussed on healthy eating. In addition each scheme provided a direct help line to the local Citizens Advice Bureau. During the summer the Partnership was asked by Public Health Liverpool to set up a programme to help children in the Roma community and their families engage more with their local community. [Learn more.](#)



[FRANCE] - AIRBUS FLYING CHALLENGE

United Way France signed a new partnership with Les Petits Débrouillards, an organisation that works with children and teenagers to raise awareness on scientific, behavioral and environmental issues. They will lead workshops with Airbus co-workers and students withing the Airbus Flying Challenge program.



[ROMANIA] - LEARN TO SUCCEED PROGRAM

United Way Romania launched in September Mentoring & Tutoring activities, as part of its wider "Learn to Succeed" program. Over 80 volunteers were recruited to actively contribute to the children's success in school, help young adults and single mothers build up their self-esteem and prepare intensely to find a job.

EVENTS

SAVE THE DATE: LONDON CORPORATE ROUNDTABLE 27th OCTOBER

United Way Worldwide & British American Business will co-host an EXCLUSIVE BRIEFING on the 27th October 15:30-17:00 at the Savoy Hotel.

Trends in Corporate Giving, at Home and Around the World.
A conversation with Brian Gallagher, CEO United Way Worldwide.

If you would like to join, please RSVP to Hannah.Bellamy@unitedway.org.uk (this event is suitable for senior management and by invitation only).



United Way Worldwide & British American Business Present an **EXCLUSIVE BRIEFING: Trends in Corporate Giving, at Home and Around the World.** A conversation with Brian Gallagher, CEO United Way Worldwide.

15.30-17.00 - 27TH OCTOBER - THE SAVOY HOTEL
Followed by drinks with the Leadership Council and Philanthropy Roundtable attendees.

This event is suitable for senior management and by invitation only. If you are unable to attend and would like to nominate someone else in your place, please let us know.

RSVP to Hannah.Bellamy@unitedway.org.uk





[RUSSIA] - CHARITY GOLF CUP

United Way of Russia held the 12th edition of the Charity Golf Cup at Agalarov Golf & Country Club on August 29th 2014. The tournament was followed by a gala dinner and charity auction which helped raise money for homeless and refugees, elderly people, disabled children and other citizens of Russia being currently in need.

This event has become a traditional event for the business community. Every year about 120 golfers, 80 major companies and 60 individuals attend and support the tournament. More than 48 million rubles have been raised since the 1st edition.



[FRANCE] - WORLD CONVERGENCES FORUM

On September 8th and 9th, United Way France had a booth at the World Forum Convergences, the first platform for thought in Europe that aims at building new convergences between public, private, and solidarity-based actors to promote the Millennium Development Goals and to alleviate poverty and privation in developed and developing countries.

[Learn more.](#)



[POLAND] - ONCORUN

United Way Poland co-organized the 7th OncoRun edition: 1080 runners covered 10 503 km (7780 laps) in total during this event, one of the biggest charity sport events in Poland. This edition saw Pawel Nastula, the Olympics champion, carry out professional warm ups, while Bloco Central and The Cookies provided live music. The amount collected during the run will be granted to oncologically ill people from Sarcoma Society



carillion

LCVS - United Way Liverpool teamed up with Carillion PLC

and the Royal Liverpool Hospital Trust to deliver their Community Grants programme. £100k will be allocated over the next three years along with support to groups to help renovate community facilities.



United Way of Russia started to work with OSJC

Cherkizovo Group, UniCredit Bank and Mercury Engineering.

**C L I F F O R D
C H A N C E**

United Way of Russia took part in pro bono legal seminars led by Clifford Chance

lawyers on important issues, cases and modern aspects in legislation relating to non-profit organizations.



GlaxoSmithKline employees dedicate one working day every year for good deeds in local communities.

In Bucharest, Cluj Napoca and Timisoara, 74 children from disadvantaged families and 44 volunteers visited museums, animal farms or zoos, had lots of fun playing with the animals or riding ponies, they had lunch together, played games or had fun swimming. The day ended in joy for the kids, as the volunteers offered them fully equipped backpacks to start school with all they need to succeed.

MORE NEWS

WELCOME

United Way Poland welcomes two new team members.

Ewa Swierz, psychologist and volunteer at Warsaw Oncology Center, will be in charge of Health (oncologically ill people and disabled people including Nikifors program).

Zosia Wronka, streetworker, culture animator and theatre pedagogue, will be responsible for Education.

WELCOME

Katerina Novozhenova

joined United Way of Russia as PR and Marketing Manager. Katerina has a degree in public relations with an experience of almost 10 years in communications and new media.

WELCOME

After completing a 6-months internship with United Way France, **Jérémy Belage** becomes the local coordinator in Toulouse to manage the Flying Challenge program and develop United Way France in the region. **Théry Chevalin** is replacing him as development intern in Paris.

TRENDS ON THE NONPROFIT SECTOR

- [Volunteer Opportunities Help Employers attract talent](#)
- [5 things about Gen Y charities need to know](#)
- [Why your nonprofit should have a responsive website](#)
- [HOW TO respond to trolls and difficult Personalities on Social Media](#)
- [How Linkdedin could become every charity's secret weapon](#)
- [Minecrafters' virtual clinics to raise funds for a real Save the Children clinic](#)

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