

Dariusz Bałuk

Od: United Way Europe & Middle-East <aurelia.vincentblairon@uww.unitedway.org>
Wysłano: 2 kwietnia 2014 10:15
Do: Dariusz Bałuk
Temat: Latest News from United Way Europe & Middle East - April 2014 newsletter



FORWARD TO A FRIEND >

United Way
Europe & Middle-East

GIVE, ADVOCATE, VOLUNTEER.

LIVE UNITED



ENEWS FROM THE EUROPE & MIDDLE-EAST REGION

SAVE THE DATE

UNITED WAY
COMMUNITY
LEADERS
CONFERENCE

MAY 13-15 2014 • WASHINGTON DC



CHINATOWN ARCH • WASHINGTON DC

Europe Conference [May 12] - Washington

CLC [May 13-15] - Washington

International attendees receive a \$300 discount on registration off the regular price of \$995. [Register now](#)

Roundtable of Philanthropy [October 27] - London. To know more, click [here](#).

Corporate Event in partnership with the [British American Business](#)

LATEST NEWS ON OUR PROGRAMS

THIS MONTH HIGHLIGHT



WELCOME

 **Natalia Usoltseva** is the new Deputy Executive Director of United Way of Russia. Before that, Natalia worked at United States Agency for International Development (USAID). She is a certified project manager with an experience of more than 20 years in design, implementation and monitoring of economic, social and humanitarian assistance projects.



 **Tony Okotie** is the new Chief Executive of



Nikifors in Centre of Oncology



with intellectual disabilities. drilling holes, cleaning hanging pictures on the patients themselves by choosing where to put picture. You could really unforgettable atmosphere connects people.

permanent exhibition, presents unique, ingenious colourful world's vision of artists, has been opened of March. We want it to be expression of respect and admiration for people struggling with cancer, families and the hospital. The aim of the action is on

hand to share the colours, ideas and different views of the world depicted in these paintings with patients of the Oncology Centre. On the other hand we would like to present the outstanding work of disabled artists, invested in the creation of these images. We believe that contact with this art will have a positive effect on the well-being of patients and will support the healing process.

Disabled artists, employees from Bank Millennium and Leroy Merlin, volunteers from partner NGO and employees of United Way Poland Foundation gathered at the Marie Sklodowska Warsaw Oncology Centre to hang over 140 pieces of



art painted by artists After dust, walls, helped which feel an that The which and those on 22nd an

their staff. the one

LCVS | United Way in Liverpool, UK. Before joining LCVS Tony was the chief executive of Community and Voluntary Action Tameside (CVAT). Tony has worked in the voluntary sector for over 10 years, including developing a successful IT social enterprise. Prior to that he worked in the regional newspaper industry and had a career in retail banking.

Hannah Bellamy is the new Chief Executive of United Way United Kingdom and Director of Investor Relations for United Way in Europe and the Middle East. Before joining the United Way, Hannah was Executive Director of Cancer Recovery Foundation-UK. She has worked with and for charities for over ten years and specialises in cross-sector collaborations to solve social and environmental issues, working with organisations such as Save the Children, British Gas, BT, Man Group and Global Action Plan to make a positive difference.



Oana Blindu is the new Resource Development Manager of United Way Romania. Oana has been working for the past 6 years in the NGO sector. As a fundraiser, she has an extensive experience in designing and organizing fundraising sports events, such as SkyRun, the largest vertical running event in Romania, with 700 participants from 10 countries.



COMMUNITY IMPACT PROGRAMS

Airbus Flying Challenge



After Toulouse, France and Wichita, Kansas, the Flying Challenge is extending to Spain! The program, which empowers students to take control of their lives and their future while reinforcing the importance of completing their high school education, will help 109 middle

school students in Madrid identify their vocational interests and how they can develop these through their studies.

Your Kindness Could Kill You

[Your Kindness Could Kill Campaign](#) before Christmas 2013 promoted the message to not give to people begging on the street but to the charities supporting them. The campaign was very successful and raised £8,000 and will be repeated in November 2014.



Bogdana Neamtu joined United Way Romania's team as the Community Engagement Coordinator in charge with managing the volunteering activity. Bogdana previously worked for an NGO, where she promoted the use of non-formal methods for the harmonious development of children and youth. Bogdana takes over the role from Ana Elefterescu, who becomes Marketing and Communication Coordinator.



A new intern joined United Way France : Jeremy Belage, 24 helps reinforcing our business.

Big Smiles from Little People

CORPORATE CORNER



United Way France shared the evaluation of the AT&T career fair pilot with main beneficiaries.



After joining in 2012 the nationwide campaign "Smile Romania" that raised great alarm on the urgent need for dental treatment for disadvantaged people, United Way Romania is joining forces with Respiro Dental, a dental clinic in Bucharest by providing a dental

care program for 300 children from the poor communities of Bucharest.

Since December 2013, 40 children received personalized dental treatment. But it goes beyond that: *"Larisa, a 9 year old, who in the beginning was crying in the chair - and of whom I admittedly got very attached - told me that she wants to learn a lot and become a dentist and that she would come look for me after she grows up."* Monica Balica, doctor at Respiro Dental.

Nikifors

United Way Poland won a main prize in art contest Mazovian Month of Integration, a contest which aims at promoting the idea of social integration of disabled people by art and to reward their artistic activities. Nikifors artists also won financial prizes

FedEx. United Way Poland will partner with FedEx for a 2-yr program supporting Partnership for Children United Way France met with FedEx representatives from all 61 French sites. It was the opportunity to start co-building a stronger than ever action to take place in the Fall. Objective is to promote maximum engagement for greater impact, leveraging as many partner NGOs as possible.



Hilton Hilton Warsaw Hotel and Convention Centre and Atlas Estates in Warsaw donated 140 beds and 138 bed mattresses to United Way Poland to benefit 'Overcome the Crisis' Program and partner NGOs.

EVENTS

The Viennese Ball



On the 8th of March, United Way Romania was invited, for the eighth time in a row, as a charity partner of the Viennese Ball in Bucharest, organized by JW Marriott. Romanian and foreign businessmen, diplomats, philanthropists and public figures offered a part of their resources

to support projects in education, health and social integration for people in difficulty.

Leadership Donors Recognition Event

On the evening of March 18th, 2014 corporate and private donors, volunteers and friends of the United Way of Russia were invited to the annual event for leading donor. Heads of companies that support the foundation's work received certificates of appreciation as well as souvenirs made by children helped under various NGO programs. *"We would like to sincerely thank leading private and corporate donors for their support and encouragement and assistance in 2013. In 2012, more than five thousand people and twenty non-profit organizations received funding. Thank you very much!"* Tatiana Zadirako, executive director of United Way of Russia.



BAB Christmas Fundraising Dinner



On the 10th December, Eithne Rynne attended a BAB (British American Business) Christmas Fundraising event, during which she had the opportunity to present United Way London to business leaders present. An auction took place and 1700£ were raised for United Way London.

NEWS & TRENDS


Marketing & Social Media

- [10 Mistakes we all made on Social Media](#)
- [14 Marketing Myths Nonprofits Should Stop Believing](#)
- [A Facebook dating service to raise funds](#)
- [#nomakeupselfy campaign raises £8m for Cancer Research UK in six days](#)
- [AIDS uses Tinder to deliver message on safe sex](#)
- [People Don't Read Articles, they Retweet](#)

Fundraising

- [Top 10 Crowdfunding sites for Nonprofits](#)
- [Most Charities Fail at Online Fundraising Basics](#)
- [Gifts Surge From Rich U.S. Donors](#)
- [WaterAid's new approach to virtual gifts allows donors to buy stories](#)

MISCELLANEOUS

 United Way France is increasing its online presence! Visit United Way France's new [website](#) and follow them on

Launch of 1% of tax campaign

Polish taxpayers are able to transfer 1% of their tax to a chosen NGO instead of giving it to a tax office. To promote United Way Poland among taxpayers, special web and Facebook banners were made, Google tools were used, team members passed on the word to their colleagues, friends and family. A free online program which helps filling out documents necessary for tax settlement is also available on United Way Poland's website. Fingers crossed!



Freedom & Solidarity Forum



United Way France will be part of this major event that celebrates the 70th anniversary of D Day. Brian Gallagher will chair a unique panel on Freedom and Shared growth, hosting Marilyn Carlson, Georges Plassat from

Carrefour and Christophe de Margerie from oil giant Total. Our major partners Airbus and FedEx will also be strongly represented on another panel on Transatlantic Alliance.

WLC Supporter Reception

LCVS's women's Leadership Group is leading on a Supporter Reception on 21 May 2014 to engage with our donors and partners, to introduce our new CEO, showcase 151 Dale Street as a wonderful community sector resource centre and highlight the work of LCVS and how we can help people make a difference in communities.

[Facebook](#) and [Twitter](#).

Interassociations KPIs & Communication workshop
On March 18th, United Way France's first semi-annual workshop took place with all our "Success at School program" partners, third party providers in marketing and board members to discuss KPI based processes, joint communication strategy, crossfertilization and community actions.

On 6 March, LCVS hosted a Trustee Forum in partnership with Liverpool Chamber of Commerce and Rathbone Investment Partners to give business people an opportunity to learn more about the role of a charity trustee. Our expert panel offered grounded advice for potential and current trustees in the audience.

United Way Poland has moved to new headquarters. Since 1st of March the new address of the Foundation is Pokrzywnicka 3a Street, 04-320 Warsaw, Praga Południe district. The team is tired from moving but already feels at home!



Visit [United Way Worldwide](#)



Follow Us on Twitter



Join Our Facebook Page



Get this newsletter with no data access thanks to our partner Be-Bound

United Way Europe & Middle-East, 34 av de New York, 75116, Paris, France
©United Way Worldwide. All Rights Reserved

[Unsubscribe](#)

[Forward this email](#)



This email was sent to d.baluk@wspolnadroga.pl by aurelia.vincentblairon@www.unitedway.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

