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Temat: FW: September 2013 Newsletter - United Way Europe & Middle East

FORWARD TO A FRIEND >

United Way Europe & Middle-East
#1 - September Newsletter

LIVE UNITED



CORPORATE CORNER



United Way Tocqueville France is building a new partnership with AT&T to rally the employees for the 2013-2014 edition of our "Success at School Program".

FedEx United Way France's Team is preparing the 2013 edition of the FedEx Cares Week which will take place in late October.



The Flying Challenge program will be launched this year in 3 countries France (Toulouse), Spain (Madrid) and in the United States (Wichita, Kansas).



Generali For Safety Foundation became a new major partner and supporter of United Way Hungary's own Child Safety Program.



10th Anniversary Of General Electric Partnership with United Way Hungary! During the 10 years of the fruitful co-operation, nearly 2,220 GE employees donated, more than 218,000 USD was raised and more that 100 projects were supported and realized successfully.



Hyundai became a major sponsor and loyal contributor for United Way Russia to participate in the sports event "Charity Run 5275", run by United Way Russia for the second time this year, with the support of Moscow city council. 5275 is 1/8 of marathon distance.



Costco UK who sponsored the UW London launch event has agreed to support United Way through employee payroll giving which will be rolled out across all their UK Warehouses in 2014.



AMGEN, ATOS and Diera partnered with United Way Poland in support of its "First Bell at School" cyclical action which goal is to collect school supplies for children from poor and multi-problem families, beneficiaries of the Partnership for Children program. Employees prepared school supplies for 215 children and AMGEN collected among its staff more than 350 books, which were forwarded to the patients of the 'Chill Zone' in the Oncology Center in Warsaw and NGOs. This action was founded in 2009 by HP, TNT Express and Société Générale and attracts more companies every year.

1st UNITED WAY EUROPE & MIDDLE-EAST NEWSLETTER

Dear all,

We are delighted to send you our first issue of the Europe and Middle-East United Way newsletter, which you will receive quarterly. We have no doubt this will help us create a stronger and more robust United Way in Europe and the Middle-East.

Feel free to email [Aurelia](#) any feedback you may have on this first issue to help us improve upcoming newsletters. Enjoy the reading!

The European Team,
Bénédicte, Adriana and Aurélia


UPCOMING EVENTS

4th October
Deadline for
[Membership Certification Survey](#)

10th October
Regional Call

CAPACITY BUILDING INSPIRING PRACTICES


Leverage your board

 Steven van Groningen, the President of United Way Romania and member of the Tocqueville Society, is one of the celebrity that endorsed the "Live United" campaign" by appearing in an outdoor poster, promoting the Live United Way in the press and planning to run at the International Marathon Bucharest wearing the Live United T-shirt. Steven's extraordinary commitment stated in 2004. He is one of the founding members of United Way Romania and has been the Board Chair for three mandates, during which he leveraged Romania's biggest corporate partner: Raiffeisen Bank.




"Live United "means reuniting all the members of a community: those who can help but also those who need help. It is in fact the pledge we all take towards the world we live in. It is the way I can get involved, identifying things I want to change or people who need my help. It's good to know there's a community I can rely on. Live United is the start for a better life"

Pro-bono support

 After one year break program, United Way of Russia will continue on September 2013 a year program of seminars for Russian NGOs run by pro bono lawyers. This program is focus on legal support for about 900 Russian NGOs in Moscow, StPete and central Regions of Russian Federation. Among the objectives are : focus on capacity building for the nonprofit sector of the country. The program is funded by Clifford Chance. 23 law firms both Russia and Int. have been participated into this program.


NEWS FROM COMMUNITY IMPACT PROGRAMS

 80% of Romanians have oral health problems. According to statistics, they change their toothbrush every three years and use 125 ml of toothpaste a year. To improve the state of health of disadvantaged groups, United Way Romania partnered with GlaxoSmithKline



Consumer Healthcare, Wrigley Romania, national authorities, NGOs and UWRo agencies to develop a national information campaign aimed at preventing oral health problems. Dental care kits were distributed, free oral health services provided and "Smile centers" (oral healthcare centers) opened in easy-to-access daycare centers, shelters and schools to inform the most vulnerable citizens.

The project was promoted on media channels, on a website, Facebook and a dedicated Smartphone application. Public fundraising activities (charity auction and a text message donation) enabled to raise more money to support oral health treatments for children and young mothers. A major health magazine rewarded the project as the most efficient healthcare and prevention initiative in 2012 and was selected to be presented to the SLC Conference in Indianapolis.

 **Child Safety Program** - number of children and teachers involved in the program doubled within a year. United Way Hungary expects to reach nearly 23 000 children via schools by the end of 2013. Child Safety Program 'Biztibusz' was launched in 2010, with



15th October

Deadline for Membership Certification to be sent by Board Chair to Aurélia Vincent-Blairon

4th-6th November

London Regional Meeting



SAVE THE DATE
NOVEMBER 4th-6th
L O N D O N



UNITED WAY EUROPE
2013 REGIONAL
MEETING

4th Nov. pm: CORPORATE ROUNDTABLE
Brian Gallagher, CEO of United Way Worldwide
Creating shared value and collective impact
Engage corporations to partner with United Way to advance the common good.

5th Nov. am: UNITED WAY BOARD LEADERS ROUNDTABLE
Discuss regional corporate strategies and ways to replicate best practices across your country.

GIVE. ADVOCATE. VOLUNTEER.

LEARNING OPPORTUNITIES

Upcoming Webinar
26th September 9:30am-11:00am ET
Resource Development 4th webinar

Stay tuned


Follow us on Facebook and Twitter for all learning opportunities!




Subscribe to the Learning Newsletter by sending an email to [Jessica Badger](mailto:Jessica.Badger@unitedway.org)

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WELCOME TO NEW TEAM MEMBERS !

 Isabelle Duparcq ,
Responsible for programs and Attalia Nzouzi, Project Manager Intern, joined United Way


the objective of reducing the number of preventable accidents, the leading cause of child death in Hungary. It applies innovative teaching methods and is run in primary schools nationwide, with a special focus on the deprived regions where children are even more vulnerable.

 **Partnership for Children Program** - From September 2013, United Way Poland is launching a three-year project funded by the Capital City of Warsaw. "Partnership for Children of Praga South district" aims to improve the long-term and comprehensive educational and social situation of children and adolescents aged 7-18 years living in the district. Under the project, 300 people (children and adolescents) will receive educational, psychological and social support, as well as the opportunity to participate in attractive extracurricular activities, sports, tours and trips, in view of improving assessments, social skills and school attendance.




 **Nikifors Program** - The "Wandering gallery" composed of paintings of "Nikifors World Contest" laureates (mentally disabled artists), were exhibited for the 4th time on Warsaw's Town Hall walls during the summer, and at the "Invisible Exhibition" a gallery dedicated to blind people, where blind or visually impaired guides walk you through a unique interactive journey into total darkness.




 **Password for Every Pupil** is an educational and communication platform initiated by Matan, local corporations, Israel Corporation, Bazan and the government to reduce the digital gap in the periphery. It is designed for the use of the education system and local authorities to provide learning materials, resources and virtual lesson. Currently 60,000 students in 175 schools are participating in this program and, as the new school commences, the program will expand further.




 **Ecological Corner Program** - Employees of First International Bank of Israel together with youth at-risk, volunteered and established ecological seating areas in Mifitan Alonim School in Rehovot. Ecological Corners is a national project which has created tens of these seating areas in schools during the last year benefiting youth at-risk, and 20 new corners are planned in 2013. In addition to the values of volunteering, the creation and shared work, there is an emphasis on ecological issues and sustainability including the use of refuse and recycled items.




 **Future Promises Program** - United Way London first Community Impact Programme, Futures promise, will tackle the European Wide issue of young unemployment. Young people will be supported through a four strand initiative which focuses on Employment Ambassadors, Youth Entrepreneurs, Apprenticeship and Mentoring. The initiative is designed so that it can be delivered in a range of locations.




 Thanks to the disaster relief donation received from United Way Worldwide, United Way Hungary has had the opportunity to refurbish a community playground washed away by the Duna river during the historical floods in June 2013. United Way Hungary's intention is to add a special value to the old playground and turn it into an inclusive one, where children of all ages and abilities can play together. The project will be finished by October 2013.


 **"Success at School" Program** - after a successful pilot program,


Tocqueville France. [Click here](#) to know more about them.

 Alexandra Sava is the new Financial and Administrative Coordinator in charge with the financial and business operations of United Way Romania. Alexandra is a certified accountant with an experience of almost 5 years in finance and accounting and new media.


 Yulia Ermachenkova, FR Director has re-joined the United Way of Russia team in April 2013 after two years on maternity leave.


 Adrienn Koscsó left while Szilvia Hermanovszki joined United Way Hungary as Program Coordinator, Anna Koncz as Office Manager and Zsuzsa Szikszay as Marketing Manager.


 Alan Lewis has retired from United Way Liverpool and is replaced by Steve Long as CEO.

 Aurelia Vincent-Blairon has joined United Way Europe & Middle-East as Operations Manager. [Click here](#) to know more about her.

MISCELLANEOUS


 Visit [United Way London website](#), which was launched in June.

 United Way France annual report publication available on [webiste](#).


 With the objective to broaden the scope of its activities, United Way Hungary adopted the mission statement and vision of United Way Worldwide and determined a

United Way France will launch next fall a new edition of the Success at School Program with 3788 young beneficiaries. Among the objectives are : focus on capacity building for the nonprofits, evaluation, impact measurement and global standards of excellence.


EVENTS

 Official Launch of United Way London took place on 28th May 2013 in the prestigious Tower of London. Attendees were treated to inspirational performances from London's Youth Group, Raw Material.




 The United Way Worldwide Leadership Council hosted a Roundtable on Philanthropy meeting in Paris, May 29 -31. There were over 60 participants from 12 countries: the US, Canada, Mexico, France, Romania, Greece, Australia, South Korea, Ghana, Nigeria, the UK and Germany. There were many positive outcomes from the meeting, but the most dramatic was the commitment of funding for social media program staffing from donors for the United Ways in France, Mexico, Ghana. [Click here](#) for more info.




 United Way Poland was a partner and co-organizer of the sixth edition of Onco-Running, which took place on September 1, 2013 and gathered 900 participants. Onco-Running, sponsored by PKO Polish Bank, is an action of solidarity in the fight against cancer involving running on the 1350 meters route around two medical centers. Every lap completed by any participant provided a certain amount to benefit patients of Oncology Center.




 From 2 to 7 September, United Way Poland will conduct (jointly with the Food Bankto) the Food Collection event, by selling charity bricks in the largest hypermarket in Warsaw . Sale funds will be used to purchase food articles at a discounted rate. Brick is also a ticket for Rock's Food Collection concert, which will crown the action on September 7.



Day of Action June 21st 2013

 For the second edition of United Way France's Day of Action, local team organized a special afternoon in the 12th arrondissement of Paris with different activities, among which a historical visit of the neighborhood by an expert on town planning and social diversity and a meeting with the head of a middle school who implemented an alternative pedagogy in his school to improve academic results and self-esteem.



 The second edition of the United Way Day of Action in Romania mobilized 630 volunteers belonging to 15 companies who collected school supplies and money that totaled 1,000 edu-kits that were distributed to children from low income families helped by United Way in Bucharest, Cluj and Timisoara to help them be more prepared to return to school in September. Some volunteers also took part in educational and recreational activities (visits to the zoo and to the museum) while others worked to renovate and refurbish a day-care center or put in place a playing and relaxation area for



new local strategy. In line with the new strategy, a new community impact program is also under development through Community Conversations.

NEWS & TRENDS IN PHILANTHROPY

[September Is Boom Time for Donors](#)

Online Giving

[The Big Boom in Online Giving](#)

[\[UK\] - Average online donation rose by 21% from 2010 to 2012](#)

[75% of Young Donors Turned Off by Out-of-Date Web Sites](#)

Mobile Giving

[Anna Taylor: Giving by text is worth looking into](#)

[\[UK\] One Cent Call launches regular microdonation platform for mobile giving](#)

[\[UK\] Donate Mobile's regular mobile giving service](#)

[Google launches daily microdonation mobile app One Today](#)

Innovative Giving practices

[Comic Relief to raise money through Google+ Hangouts](#)

[Royal baby congratulations cards raise funds for charities](#)

[Commonwealth Games 2014 tickets to include opt-in donation to UNICEF](#)

[Macmillan raises £1.25m from debut A Really Good Night In](#)

[GSS launches new income-generating search engine branded for charities](#)

Capacity Building

[Google for Nonprofits program me extended to England and Wales](#)

[\[UK\] Young Philanthropy](#)

disadvantaged children. For more information, check out the recorded broadcast from Marina Boeru for " The 21" [here](#).

Note: for more monitoring content on your country you can email Aurelia websites with local content (in English).



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