

# MAKE CHANGE HAPPEN

United Way of Siouxland relies on the help of volunteers who participate in the Loaned Executive program..

They provide critical support to our annual campaign. By sponsoring a Loaned Executive, you make it possible for United Way to create lasting change in our community.



## WHO MAKES A GREAT LOANED EXECUTIVE?

- A “rising star” looking to immerse themselves in the community and build their presentation, management, and leadership skills.
- Someone looking for a rewarding experience leading, planning, and implementing successful projects.
- An individual that cares about their community and enjoys working in a team environment.
- Someone eager to meet new people and enjoys networking.



“Being a loaned executive has given me an opportunity to learn about different companies in our community. I’ve also had the chance to network with other professionals and utilize the team at United Way to gain introductions to key business leaders in Siouxland.”

**Adam Kuiken,**

Commercial Loan Officer  
Midstates Bank  
The Dogwood Pet Hotel and Day Spa,  
Co-Owner



“We are incredibly supportive of our associates sharing their time and talents as Loaned Executives for United Way. It is a terrific opportunity to meet and connect with other business leaders while supporting an effort that helps so many Siouxlanders.”

**Kristie VerMulm,**

Director of Marketing  
Siouxland Chamber of Commerce

### CONTACT

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# LEAD THE CHANGE IN SIOUXLAND

## BECOME A LOANED EXECUTIVE



**UNITED WAY**  
Siouxland

# INVEST IN YOUR COMPANY'S FUTURE AND OUR COMMUNITY

United Way uses local data to identify Siouxland's greatest needs, then invests in programs with proven results- so every dollar you give goes where it can do the most good

## VALUE TO THE COMPANY

- Increased visibility and building relationships with local businesses.
- Spotlights employees with executive leadership potential.
- Demonstrates a public commitment and strong partnership with United Way
- Loaned Executives develop a deeper understanding of United Way programs and resources to benefit your entire organization.



## BENEFIT TO THE LOANED EXECUTIVE

- Develop sales, leadership, marketing, and relationship management skills.
- An increased network of business contacts and fellow volunteers.
- Deepens philanthropic understanding of community needs and resources.
- Enhanced leadership skills.

## ADVANTAGE TO UNITED WAY OF SIOUXLAND

- Allows for an extension of resources to amplify the campaign.
- Improves our community.
- Involves a new generation of leaders in our community.
- Strengthens United Way of Siouxland's commitment to improving Healthy Behaviors and Education in our community.

## LOANED EXECUTIVE COMMITMENT

One-Hour Loaned  
Executive Training

Bi-weekly Check-In with United Way

1-2 Hours Per Account (August-November)  
Calls completed on your own schedule

## UNITED WAY COMMITMENT

Dedicated United Way Staff Mentor

Established Accounts  
(No Cold Calling)

A Team Approach for Success