

# Recognizing Generosity Matters

**Your organization's generosity is changing lives and building better communities and United Way wants people to know about it!**



what matters.™

- **Recognition in the Dayton Daily News**
- **Recognition in the Dayton Business Journal**
- **Listing on United Way's Website**
- **Listing in United Way's Annual Report to the Community**
- **Various Awards such as Pinnacle Award, Upward Momentum and Company that Cares Award**
- **United Way gives your company the opportunity to be recognized by your peers as someone who wants to make a difference in their community**

More than 75% of Americans believe companies have a responsibility to support causes and will reward them with increased customer loyalty and dollars.

(2004 Cone Corporate Citizenship Study)