

LAW UNITED CHALLENGE



Each year, Legal Professionals in Silicon Valley partner with United Way Silicon Valley in the spirit of friendly competition to make real, lasting change in the community by participating in the annual Law United Challenge. Over the past three years, 15 law firms donated over \$170,000 and volunteered over 1,500 hours in support of United Way Silicon Valley's programs and partner agencies. The volunteer Law United Cabinet aims to fully engage the legal community.

How Your Organization Benefits

- Increased visibility
- Strengthened client relationships
- Recruitment and retention
- Team building
- Opportunity to give back to the community

How United Way Helps You

Turn-Key Fundraising Campaign: Staff at United Way will work closely with you to help plan your campaign by using best practices to ensure that your campaign raises much needed dollars for the local community where individuals and families, some with children, have to make choices between basic needs like food, clothing and shelter.

Volunteer Engagement is one of three categories that participants are evaluated on when determining the overall winner of the Challenge each year. Any volunteer work, whether it's individual or with a group, can be counted towards the Law United Challenge. With support from United Way staff your organization can:

- Participate in "Law Days"
- Participate in United Way Days of Service
- Organize a Donation Drive
- Volunteer at your Favorite Agency

Everyone's a Winner... Especially Our Community

Your participation will help United Way Silicon Valley fulfill its aspirational goals for the community:

Income: Achieve economic self-sufficiency in 80% of households (up from 75%)

Education: Reduce the ethnic/racial educational achievement gap by one-third

Health: Provide 100% of local children with access to routine healthcare

We all do better when the community does better.

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Timeline & Criteria

Participants will be challenged to make a pledge commitment which can be fulfilled by monetary donations and by volunteer service hours. Participants will engage in a friendly competition within the following tiers:

- 1-50 employees
- 51-100 employees
- 101 + employees

Challenge Period: Participants can select any timeline prior to June 15, 2012. A successful fundraising campaign should not last longer than two weeks. All pledges and volunteer hours to be completed during this timeframe will be credited to the 2011-2012 Challenge.



Challenge Criteria

Firms within each tier will be evaluated for purposes of the Challenge in each of the following categories:

Percent Employee Participation

Percent of organization's employees who contribute financially including participating in fundraising activities. An employee is only counted once when calculating percent participation.

Actual Per Capita Dollars Raised

Represents the total dollars raised divided by the total number of employees.

Percent of Employees Contributing at the Leadership Level

Number of employees who donate \$1,000 or more to United Way's Community Action Fund or United Way programs.

Monetized Value of Employee Volunteer Hours

All volunteer hours will count towards challenge results and any person participating in a donation drive will receive one volunteer hour. Volunteer hours will be monetized at the rate of \$100 per hour.

Note: To learn more about Law United Volunteer Engagement and tracking hours visit:

www.uwsv.org/law-united-volunteer-engagement

"The success of the Law United Challenge demonstrates that our local legal community is willing and able to get more involved in supporting the significant unmet needs here in Santa Clara County. I am looking forward to even more legal professionals participating in this year's challenge".

Gregory T. Davidson
Partner, Gibson Dunn & Crutcher LLP
Chair, United Way Silicon Valley Law United Cabinet

Challenge Winners

Tier Group Challenge Winner: Participants will be ranked within their tiers based on size (# of employees). Each tier group challenge winner will be evaluated and ranked in each category.

Overall Challenge Winners: Group challenge winners will be evaluated and ranked in each category and an overall challenge winner will be selected.

Individual Champion Award: Each participating firm will be encouraged to nominate one employee to receive special acknowledgement for his/her involvement in the Challenge. The Law United Cabinet will select the winner amongst the nominees.

LAW UNITED CABINET ROSTER

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