



Orange County United Way
UnitedWayOC.org

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“Loaned Executives” Help United Way Spread the Word, Raise Critical Funds to Meet the Needs of Local Residents

Volunteer program is a win-win for businesses who lend employees to assist in advancing United Way’s mission while offering valuable professional development opportunities for employees

IRVINE, CA – In the weeks leading up to the kickoff of Orange County United Way’s 2014-15 annual Workplace Campaign, a little known group of professionals were changing offices temporarily to relocate to a new assignment. Their interim jobs: Loaned Executives at one of Orange County’s leading nonprofit organizations, Orange County United Way.

Each year, United Way’s Corporate Partners lend their best and brightest employees, or alternately sponsor workers looking to bolster their skills. Candidates are recognized for their desire to increase their sales, marketing and research acumen – in order to help raise funds, advocate and promote volunteerism, while addressing the most critical needs of the community. Major Orange County companies currently participating in the Loaned Executive Program include AT&T, Fluor, Hoag, and UPS.

While one would assume that these Loaned Executives only provide guidance or an extra hand for United Way staff, nothing could be further from the truth. “United Way Loaned Executives play a vital role in the success of our annual Workplace Campaign,” said Brie Griset-Smith, Orange County United Way’s Vice President of Development. “These are emerging business leaders who understand how to expand the reach of our message to engage new markets, broadening the base of United Way’s giving community.”

During his nine years at UPS, Mike Dorsey has enjoyed the opportunity to give to United Way through the company’s annual Workplace Campaign. However, when Dorsey learned of the opportunity to make a more significant impact in his community as a Loaned Executive, he jumped at the rare opportunity.

“It’s an honor to represent UPS in such powerful and impactful way,” explained Dorsey, who recently concluded a month-long term as a Loaned Executive. “Not only do we get to make a difference in our community, it’s an opportunity to develop a new set of professional skills and insights that will stay with us for the rest of our careers.”

United Way’s Loaned Executive program, a decades-long national program, offers professionals a broad array of professional development opportunities, from project management to public speaking, team building to sales and marketing. It’s also a great way to broaden network connections throughout the local business and non-profit community.

During a time when non-profits are scrutinized more than ever for their efficiency levels, Loaned Executives help United Way minimize fundraising expenses while enhancing the overall talent level of those out representing the organization in the community.

“Loaned Executives help stretch our budget so more dollars can be allocated to United Way’s mission work,” explained Rob Kent, longtime Board and Campaign Cabinet member for Orange County United Way. “Maximizing our budget and maximizing our impact. That’s what we do here at United Way and we couldn’t do it without the generosity of our Corporate Partners and talented Loaned Executives.”

This year, Loaned Executives are helping support and raise awareness for United Way’s FACE 2024 goals. Over the next 10 years, United Way will:

- Cut the county’s high school dropout rate in half
- Reduce the percentage of financially unstable families by 25 percent
- Increase the number of local healthy youth by one-third
- Cut the number of homeless and housing-insecure children in half

For businesses interested in participating in Orange County United Way’s Loaned Executive Program, contact Kendra Puryear at (949) 263-6136 or e-mail kendrap@unitedwayoc.org. For more information about Orange County United Way or the FACE 2024 community-wide action plan, visit www.unitedwayoc.org.

ABOUT ORANGE COUNTY UNITED WAY

Since 1924, Orange County United Way has been working to improve lives and strengthen our community by mobilizing the caring power of Orange County, by focusing on the building blocks for a good quality of life: Education, Income, Health and Housing. By investing in Orange County’s children, families and individuals, we help them create pathways to self-sufficient futures through education and training. In short, we help people help themselves. Through our 10-year initiative “FACE 2024” (an acronym for Fund, Advocate, Collaborate, Educate), United Way is mobilizing local businesses, community organizations, governmental agencies and individuals to make a long-term measurable difference in the lives of local individuals and families. To learn more or to join our movement, visit www.unitedwayoc.org.