

UNITED is the WAY



HANDLEY REGIONAL LIBRARY SYSTEM
WINCHESTER • FREDERICK CO. • CLARKE CO.

HOW TO PARTICIPATE IN THE 2026 HANDLEY LIBRARY CAMPAIGN

2026 CAMPAIGN

Library staff are the heart of this campaign. Whether you give \$2 a paycheck or help organize a team fundraiser, your participation puts real resources to work in the communities we serve every day.

- **United is the Way to foster strong schools and thriving communities**
- **United is the Way to build wellness, hope, and resilience together**
- **United is the Way to ensure support and services are within reach**

You and your team lead your organization's United Way investment campaign – joining local companies across the Valley in directing capital where it is needed most. Your donations stay local. Your community decides where they go.

Healthy community

Healthcare access, mental health, wellness, and coordinated care for Valley families

Youth opportunity

Kindergarten readiness, tutoring, mentorship, and workforce pathways for young people

Financial security

Eviction prevention, emergency assistance, and access to opportunity for ALICE families

Community resiliency

Basic needs, shelter, food access, and systems that stabilize families in crisis

WHY IT MATTERS

At Handley Regional Library, we know that strong communities make strong libraries. By leading a United Way campaign, Handley demonstrates that public institutions can also be community investors. **Payroll deduction is simple but powerful:** small, regular contributions from library staff generate steady, predictable funding that strengthens local families, schools, and nonprofits across all six counties we serve. Every dollar stays in the Valley.

HOW TO PLEDGE — ONE FORM, ALL PAYMENT TYPES

PAYROLL DEDUCTION

Most Popular

Complete the online pledge form and select payroll deduction. A small amount is deducted automatically each pay period. **Even \$2 per paycheck adds up to nearly \$50 for our community** by year's end. No paper, no follow-up needed.

CREDIT CARD OR CHECK

All pledges, including those paid by credit card or check, are submitted through the same online form. Select your payment method on the form and follow the instructions to complete your gift.

Make checks payable to **United Way of Northern Shenandoah Valley**.

SPECIAL EVENTS AND FUNDRAISERS

Proceeds from jeans days, book raffles, bake sales, and team events all count toward Handley's campaign total. Use the **Special Event Cash/Check Tracking Sheet** to record contributions, then submit totals through your campaign coordinator.

HANDLEY LIBRARY | UNITED WAY 2026


SCAN TO PLEDGE ONLINE



Use your phone camera to open the pledge form. Payroll deduction, credit card, and check all available.

OR VISIT

<https://bit.ly/Handley26>

 **All pledges go through the online form** regardless of payment method. It is fast, accurate, and easy to track. Your coordinator receives a confirmation automatically through UWNVS's system. No paper pledge forms, no triplicate copies.

MISSION: STRONGER COMMUNITY



TOGETHER, WE'RE CREATING BRIGHTER TOMORRROWS FOR ALL



Employee Engagement

Workplace giving builds pride, connection, and shared purpose among library staff across all locations.



Community Leadership

Handley sets an example for other public institutions in the Valley. Participation signals that libraries invest in the communities they serve.



Measurable Impact

Contributions fund health, financial stability, youth opportunity, and community resiliency. Handley receives an annual impact report showing exactly what the campaign produced.

WHY PAYROLL GIVING IS POWERFUL

• Reliable

Monthly payroll gifts create a steady stream of support for local nonprofits. Consistent funding helps organizations plan ahead and serve more people.

• Scalable

Even \$5 to \$10 per pay period adds up across a full team. When library staff give together, the collective impact is far greater than any single gift.

• Flexible

Employees can direct their gift to any of the four 2026 portfolio areas or give to the general fund and let the community investment team place it where data shows it is needed most.

CAMPAIGN MATERIALS FOR YOUR USE

INVESTMENT ONE-SHEETER

40% of Valley households can't make ends meet. See how the 2026 Workplace Investment Campaign puts your company's dollars to work right here in the Valley.



bitly

IMPACT CALCULATOR

An interactive tool so employees can see what their investment means in real terms — meals provided, kids served, families stabilized.



UNITED WAY PSA VIDEO

UWNSV provides a ready-to-use public service announcement video you can drop directly into your campaign



UNITED WAY
Northern Shenandoah Valley

UNITED IS THE WAY™



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Serving Winchester, Frederick, Clarke, Warren, Shenandoah, and Page Counties since 1946

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