

UNITED IS THE WAY

How to Participate in the 2026 Winchester Public Schools Campaign

Every gift matters. Every dollar stays local. Every employee helps build a stronger Northern Shenandoah Valley.

Whether you invest \$2 per paycheck or lead a team fundraiser, your participation creates lasting local impact.

- ✓ Give as little as **\$2 per paycheck** through automatic payroll deduction
- ✓ Every dollar you give **stays local**, right here in the Valley
- ✓ Choose the cause you care about, or let the team direct your gift
- ✓ Pledge online in minutes, with no paperwork and no follow-up

WHAT YOU NEED TO KNOW**WHO**

You. Every Winchester Public Schools employee can give — from the classroom to the front office. Your gift joins thousands of Valley neighbors making the same choice.

WHAT

A simple, tax-deductible gift from your paycheck — or by card or check — that funds local nonprofits. Give once, or a little every pay period.

WHERE

Right here at home. 100% of your gift stays in the Valley, funding health, youth, and family programs across the six counties where you live and work.

WHEN

Anytime during the campaign. Set up payroll giving once and your support continues automatically all year — change or cancel whenever you like.

WHY

Nearly 40% of Valley households struggle to afford basic necessities. Together, Winchester Public Schools employees help close that gap — one paycheck at a time.

HOW

Scan the QR code or open the online form, pick your amount and the cause you care about, and you're done. It takes minutes — no paperwork required.

WHY IT MATTERS

At Winchester Public Schools, we know that strong communities make strong schools. By leading a United Way campaign, Winchester Public Schools demonstrates that our schools are also community investors. Payroll deduction is simple but powerful: small, regular contributions from staff generate steady, predictable funding that strengthens local families, schools, and nonprofits across all six counties we serve. When Winchester Public Schools gives together, the entire community grows stronger.

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.

**CREDIT CARD OR CHECK**

All pledges, including those paid by credit card or check, are submitted through the same online form. Make checks payable to United Way of Northern Shenandoah Valley.

**SPECIAL EVENTS & FUNDRAISERS**

Proceeds from jeans days, raffles, bake sales, and team events all count toward Winchester Public Schools' total.

**SCAN TO
PLEDGE ONLINE**



bit.ly/2026WPS

**One form.
Two minutes.
Lasting impact.**



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 UWNSV's system — no paper pledge forms, no triplicate copies.

WHERE YOUR INVESTMENT GOES

Choose Your Community Investment

Direct your gift to the cause you care about — or invest in the **Community Impact Fund**, where local data guides every dollar to the greatest community need.

The Community Impact Fund gives United Way the flexibility to respond where needs are greatest, maximize every dollar invested, and address emerging challenges across our region.

**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.

BENEFITS TO WPS

- **Employee Engagement**

Builds pride, teamwork, and shared purpose across every Winchester Public Schools campus.
- **Community Leadership**

Demonstrates that Winchester Public Schools invests in the communities where students live and learn.
- **Measurable Results**

Receive annual campaign results showing how employee investments improved lives across the Valley.

WHY PAYROLL GIVING WORKS

- 01 Predictable**

Reliable monthly investments let nonprofits plan ahead instead of reacting to crises.
- 02 Powerful**

Small gifts become major community investments when hundreds of employees participate.
- 03 Personal**

Support the cause you care about — or trust local data to direct your gift where it does the most good.

CAMPAIGN MATERIALS FOR YOUR USE

Investment One-Sheet

See exactly where your gift goes. 40% of Valley households can't make ends meet — scan to see how your dollars go to work right here at home.



SCAN TO VIEW >

Impact Calculator

Find out what your gift really buys — meals served, kids supported, families kept stable. Scan, enter an amount, and see your impact in seconds.



SCAN TO OPEN >

United Way PSA Video

Watch United Way's PSA in 60 seconds. Scan to see the mission behind the campaign and why your support matters.



SCAN TO WATCH >

THE POWER OF GIVING TOGETHER

More than **100 Winchester Public Schools employees** gave together. As those dollars are invested through United Way and local nonprofits, they create **two returns from every gift** — changing lives today while building a stronger local economy for tomorrow.

 Housing stability

 Food access

 Healthcare

 Youth opportunity

 Financial security

 Bright Futures

\$18,567
RAISED

→

\$32,000
GENERATED LOCALLY

CAMPAIGN AT A GLANCE

Employees Participating	100+
Dollars Raised	\$18,567
Est. Local Impact	\$31,564

When Winchester Public Schools gives together, every dollar becomes an investment in stronger families, stronger schools, and a stronger Northern Shenandoah Valley.

Thank you, Winchester Public Schools, for joining the movement.