



Pennies for People

Fact Sheet

What: Let's help collect a million pennies to benefit programs and services that help local people. This is also a great way to include young people and students in a philanthropic activity—especially since 43% of contributions that are collected in Island County will directly work with youth.

Examples of youth programs: day care, scouting programs, mentoring programs, peer helping programs, after school/evening programs, back-to school supplies.

Who: Everyone can take part in this exciting effort. Who doesn't have a pile of pennies around their home? This is a good way to help get those back into circulation and to help a great cause. There will be collection locations set up around the area or people can bring pennies directly to the United Way office (350 SE Pioneer Way, Suite 101, Oak Harbor).

- ❖ **Workplace campaigns** can include this as a special event for their campaign. The total raised within the workplace can be counted as part of the money raised during the campaign.
- ❖ **Schools** can take part in the campaign. Every classroom or grade level can join! At the end of the campaign, the classroom from each school with the most pennies collected will win an ice cream party.
- ❖ **College Residential Areas** can also take part in the campaign. Challenges are a great way to build team spirit.
- ❖ **Service Clubs** can also collect pennies at meetings.

How to for Schools: (General Guidelines)

- The school and/or student council will promote the "Pennies for People" campaign through announcements, flyers, posters, etc. prior to and during the campaign.
- Each classroom will supply their own jug to decorate for their class (2-liter pop bottles work great).
- Jugs can be placed in a common area or classroom (as long as reasonable efforts are made to secure the donations after the teacher or responsible adult has left the classroom.)
- Student council members may periodically count the amount of money collected in each jug (with the permission and presence of a teacher or responsible adult) and report back to the school.
- Each school will decide a time best suitable for holding the campaign. The program typically lasts 1-2 weeks, but it can be extended or shortened as needed.

Recognition:

- A public announcement will be released to all local media following the conclusion of all school programs.
- Periodic public media announcements will be made during the United Way of Island County Campaign.
- An ice cream party will be awarded to each school's winning group.
- A representative from each school or group collecting pennies will be invited to attend the United Way's annual celebration in February.