

You'll notice that each of you have a crisp, freshly printed, genuine 2011 United Way Monterey County dollar bill stuck inconspicuously to the front of your chair (you may have them stuck on the table in front of them as well). Now before you get **too** excited (pause) and for those of you who have **already** put it in your wallet, I hate to be the bearer of bad news, but it's (hesitate pauses on the next couple of words) not a real dollar bill. (Pick out somebody in the audience and jokingly say something like: you **thought** about putting it in your wallet/purse didn't you?)

Now I want you to pick up the dollar bill, and I want you to hold on to it. (Pause) You've probably also noticed that there are a number of small posters on the side walls that have various scenarios that I've taken directly from actual cases with actual people who live here in Monterey County. Here is your task. In a minute, I want you to stand up, move around, read the various scenarios, and make a decision: **if you had to choose to use your dollar to help only one of the situations, which one would it be?** Any questions? Ok, on your mark, get set, go.

*Give them a few moments to stand up and stick their dollars. Carry on small talk as they move around, placing yourself in the thick of the movement saying things in passing like: tough, isn't it? That was quick. etc. Inevitably, some will have more trouble than others, some won't have any. This is best case scenario.*

All right. (look around at the various scenarios and take in what you see. This will lead the rest of the conversation, so pay attention to what you see)

So, what do you think? Was this an easy task, an easy decision, or was difficult? *(Take in non-verbal response. Either choose someone who is shaking their head yes or giving you non-verbal cues that it was difficult. Pick out someone who is clearly showing non-verbal signs that it was in fact difficult, ask them their name, and to explain what made it difficult. Pick another person if possible and repeat a couple of times.)*

*(To general group) So, why did you pick the one that you did? (You'll likely have some folks raise their hands, if not, call on someone that won't freak out when you single them out and have them explain why they decided what they did. You need to have two or three people speak up at this point. The goal is to get them to articulate the reasons why they chose to give to particular issues. This is also to lay the groundwork for distinguishing between issues and agencies) Was it difficult to choose just one? Why?*

As you can see, some of the situations received more dollars than others, and some of them didn't get any dollars at all. So, continue imaging with me for a moment that these are actual scenarios here in Monterey County, and let's think about what this would mean.

The fact is that this exercise is actually more than just an exercise, because it's actually a pretty good representation of what happens in real life. It's not all that different than the decision we all have to make about helping folks here in our community.

We all have issues that are important to us for various reasons, (*repeat some of the reasons you've heard from them in the earlier segment*). But, you have to make a choice. There are so many people in need, there are so many needs. So many people who need different things, and you're only one person. You only got so much to give, and if you're like me, you probably have more than enough things on your own plate. You don't have time to research all of the social service agencies out there doing good work. You don't have the time to determine which ones are doing the best job in the community. It's sort of overwhelming isn't it?

So you have to make a choice, a very difficult choice. But let me ask you this: how many of you would say that any one of these scenarios isn't important? How do you determine which ones are more important than the other ones. Is there anybody that wouldn't like to help all of these people?

The unfortunate reality, is that when we make that choice, there are a number of issues, a number of people in need just as important, that don't receive the same attention or the same resources. The result: some agencies lose funding, which means programs get cut, which means services are no longer available, which ultimately means people don't get the help they need.

Here's my final question for you: If there was a way to somehow help everyone of these folks, and not leave anyone out or behind, wouldn't you? And if so, how? That's a good question. And it's that very question that brings UWMC to the table (pause) because we can help you do just that.

You see, the reason UWMC exist is because we recognize that all of the challenges we face day-in and day-out, the challenges that our friends, our co-workers struggle with, the challenges represented in these scenarios don't exist in isolation of one another. All of the needs are connected to other needs, and cause other systemic problems.

What we have found, is that rarely can only one organization alone address any one of these issues. (Take one to use as an example, and point out the multiple issues that exist.)

When you give to just one organization, you're only addressing one part of a complicated situation, one symptom.

The reality is that it takes a number of organizations, that specialize in different things, working in sync together, to address the whole person.

When you make a minimal gift to UWMC, you're supporting over 37 organizations that work in collaboration together forming a community safety net in a sense, addressing the four most fundamental areas of need in our community: Basic Needs, Increasing Self-Sufficiency, Developing Successful Kids and Strong Families, and Moving People from Crisis to Stability.

*(Flip a card and show all of the organizations that are needed, and that are necessary to address one of the situations.)*

There a bit more complicated than they seem on the surface aren't they?

You see, by supporting UWMC, you help to ensure that all of the organizations receive the funding they need, so that they can address issues on a much larger scale than by simply focusing on one area need.

So, if you're passionate about a particular issue, if there is some issue that you are personally connected to, give to it by all means. Above all else, we want people to feel good about where they choose to give their gift. But if you want to make the most significant impact that you possibly can in the community with one gift, make a gift to UWMC.