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## Benevolence as a Business Strategy Creating a Needed Service for an Often Ignored Market Segment

After learning that the United Way of Indiana did not have a Spanish language version directory, we were both shocked and concerned. They knew that their member service agencies (over 90) had been experiencing an increase of service requests from monolingual Spanish speakers, but simply did not have the funds to produce one. We turned to **Union Federal Bank** to sponsor the entire project. We helped establish UFB make a **benevolent immersion** (as a concerned corporate community member) **into the Latino community** through the production and delivery of this much needed communications tool.

It listed the **United Way member agencies** and addressed UFB issues—such as their need to recruit native Spanish speakers. It also helped educate the immigrant community that was largely unaware of how easy, safe and beneficial it was to open a local checking account.

The Counter Display for the Spanish Language Directory for the United Way was placed in all UFB branches and several other Hispanic retail locations



Programas para Ayuda a la Familia  
Programas de Salud y Bienestar  
Servicios Legales  
Programas para Niños y Adolescentes  
Programas de Ayuda para Tener una Vida Independiente

## Directorio de United Way de Indiana Central



The Spanish language Directory for the United Way was received enthusiastically as **50,000 pieces were distributed throughout central Indiana** and is still used and distributed by the United Way today.

We have been also very satisfied with the responses we currently get from the community (translated from Spanish):

**"Finally, I know where to go to learn English for work."**

**"I never knew that these services are available for free! UFB was so nice to let us know where to find them. I didn't even know what the United Way was."**

**"I told my neighbor, Angelita where to go to get pre-natal care! She got the care she needed and delivered a healthy baby girl last summer."**