



## Why Character Building is a priority for United Way

Imagine **what** employees of good character can do for your business environment! Imagine having a company where employees trust, respect and care about each other-where ethical behavior is encouraged and hundreds of daily decisions are made based on what is right and fair.

With a value system based solely on skill and personality, we find heroes in athletes, musicians and in powerful business executives. You too can create a pool of employees or students with these traits; by investing in Community of Character. The Community of Character offers a monthly calendar with new trait's to observe every day. The calendars are electronically emailed to your business to use as you wish. To join this list contacts Debi Miser at 765.473.4240 or email the United Way office at [untedway@uwmiamip.org](mailto:untedway@uwmiamip.org).

Community of Character is made up of principles and values that gives your life direction, meaning and depth. These constitute your inner sense of what is right and wrong based not on laws or rules of conduct but who you are. They include such traits as integrity, honesty, courage, fairness and generosity which arise from the hard choices we have to make in life.

The Community of Character has succeeded the last six years based on the participation and partnership with all three community schools. They know to succeed in life you have to understand the best opportunities to building character.

To ensure the long term existence of the Community of Character program they teamed up with the United Way of Miami County; to build on its current partners and guide the continued growth of this worthwhile endeavor. The United Way of Miami County recently adopted a five year strategic plan, which included collaborating with Maconaquah School, North Miami School, Peru Community School Corporation, AmericanTurst, American Stationery, Dukes Memorial Hospital, Mayor Walker, Miami County Chamber of Commerce and other supporting individuals; to promote and educate the community on the importance of character traits.