



## Northland + United Way of the Mohawk Valley

What do Northland and United Way of the Mohawk Valley have in common? We'll give you a hint...

Northland connects people through technology. We provide voice and data connections that allow organizations to communicate with their customers and the world. United Way connects people with resources, problems with solutions, and organizations with the communities they serve.

We're both connectors—and our organizations have been connected for decades, through fundraising campaigns, volunteering in the community, and so much more.

"We've partnered with Northland for decades in a number of different ways," said Erin Matt, Executive Director. "Whether that was through fundraising campaigns, volunteer opportunities, or Northland employees on our committees. They've helped to power all the work that we do."

For almost 100 years, United Way has worked to overcome the Mohawk Valley's toughest challenges. They do this by bridging the gap between our local health and human service providers, businesses, nonprofit organizations and, most importantly, the people who live in our community.

"The fundraising that we do ultimately supports programs around three pillars of focus: health, education, and financial stability," said Matt.

Given that they have this connection point to so many local programs and organizations, they're able to gather a lot of data and see a birds-eye-view of our community's greatest pain points.

"We're able to take that data and let that drive the decisions around the next big barrier we're working to remove for people in our community," said Matt.

Northland trusts United Way to give our charitable dollars where they'll make the greatest possible impact, and United Way trusts Northland to keep them connected.

“ Our digital strategy is probably one of our most important, forward looking plans and that very much relies on the connectivity Northland provides. In other words, United Way's future depends on everything that is powered by Northland. ”

# TECHNOLOGY TO SUPPORT YOUR MISSION

When it came time for United Way to upgrade to a new phone system, they looked to Northland for a solution that would not only fit their budget, but would support their mission.

Our Business Unlimited solution was the perfect fit, designed with flexibility and scalability in mind to fit virtually any budget, without compromising quality.

Plus, its advanced features help teams be more mobile and productive, which is ideal for a team like United Way that's working to make a big impact.

"Our recent transition to a VOIP system is a great example of how Northland was able to work with us and develop a solution that not only fit our budget, but was a custom solution to meet our needs."

United Way covers all of Oneida and Herkimer counties.

With Erin and her team frequently on the road, our Business Unlimited solution allows them to enjoy all of the comforts of a traditional phone system with the added convenience of mobility.

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– Erin Matt  
Executive Director

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I'm on the road all the time, and I actually don't even have a desk phone anymore because I'm able to port that line directly to my mobile phone.



## MOBILIZE. UNIFY. TRANSFORM.



With Business Unlimited's MaX UC application, the team can work from anywhere with an Internet or data connection. All they need is their computer or mobile device to make and receive phone calls, conduct video meetings, and collaborate using chat.

The team is working more efficiently with Business Unlimited and has given us nothing but rave reviews. Even so, Erin made it clear that our longtime partnership is not built on quality products alone.

"Customer service is hands-down the reason that we continue to work with Northland," said Erin. "Northland is always just a phone call away and their team is so committed to helping us run our business."

When their website went down recently, they called our team for help.

"Our website, which is hosted by Northland, is one of the most important pieces of our digital presence and fundraising strategy. We had a situation recently where, on a Friday night, our website went down, through no fault of Northland. We called Northland and within minutes had a real person on the other end of the phone who was able to solve our problem. To us, at the end of the day, that's what's most important," said Erin.

When we talk about creating quality connections with our customers, that means providing quality products, training a quality people, and delivering quality solutions when our customers need us most.

"We definitely couldn't have this relationship with Northland if they weren't local and if they weren't as committed to our community as we are," said Matt.



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– Erin Matt, Executive Director

