



United Way of Greater Richmond & Petersburg has a proven track record of partnering with local businesses of all sizes to engage employees and help their community. Want to get involved? Here's how.

OUR COMMUNITY IMPACT

We empower individuals and drive systemic change to provide everyone with a clear path to success.

SPONSORSHIP VS. ENGAGEMENT OPPORTUNITY

 **SPONSORSHIP** - Receive recognition and demonstrate how much your company values Corporate Social Responsibility.

 **ENGAGEMENT OPPORTUNITY** - Includes active participation through volunteerism.

WORKPLACE CAMPAIGNS

Everyone in our community must work together to make a lasting change.

This means engaging individuals, churches, nonprofit organizations, government agencies and companies alike that understand the importance of working together to make our region better for everyone. United Way's workplace campaigns are one of the ways your company can join us in that effort.

Each campaign is different and intentionally tailored to your organization's unique culture. Setting up and running a campaign is simple, and we can help you every step of the way. Email engage@yourunitedway.org to get started today.

SUPPORT A SPECIFIC STEP

Our *Steps to Success* framework illustrates nine key milestones on the path to success. We offer a variety of ways to get involved:

BASIC NEEDS

CARDS OF ENCOURAGEMENT SPONSOR - \$500

▷ United Way volunteers can pass along their care and encouragement to the healthcare workers, teachers, older adults and other members of our community who help people live happy and healthy lives.

▷ Sponsors for *Cards of Encouragement* will have their logos placed for one year on the card templates that individuals and organizations use.

EDUCATION (Kindergarten Readiness, Third Grade Reading, Middle School Engagement, and High School Graduation)

EDUCATION SUPPORTER - \$500

▷ Organization name listed on Ready4K page of our website.
▷ Organization name and logo in our volunteer newsletter for one month (one newsletter per month) (18,000+ recipients).

▷ **The Impact:** Ready4K text messages to a classroom of preschool students.

EDUCATION ADVOCATE - \$2,000 / OR 100 KITS AND \$1,000

▷ Organization name listed on Ready4K page of our website.
▷ Organization name and logo in our volunteer newsletter for two months (one newsletter per month) (18,000+ recipients).
▷ Organization name listed on Literacy Kits page on website.
▷ **Engagement Opportunity:** volunteer to create and/or deliver United Way Literacy Kits.

▷ Sponsor logo in all United Way Literacy Kits for one year.
▷ **The Impact:** Ready4K text messages to a classroom of preschool students and 100 Literacy Kits distributed to rising kindergartners

EDUCATION LEADER - \$7,000

▷ Organization name listed on Ready4K page of our website.
▷ Organization name and logo in our volunteer newsletter for two months (one newsletter per month) (18,000+ recipients).

▷ Organization name listed on Literacy Kits page on website.
▷ **Engagement Opportunity:** volunteer to create and/or deliver United Way Literacy Kits.

- ▷ Sponsor logo in all United Way Literacy Kits for one year.
- ▷ Early Learning Trail built with company's logo on it.
- ▷ **Engagement Opportunity:** help build the trail.

▷ **The Impact:** Ready4K text messages to a classroom of preschool students, 100 Literacy Kits distributed to rising kindergartners, one Early Learning Trail built to help parents, caregivers and communities use everyday moments outdoors to boost school readiness of children in their preschool years.

EDUCATION CHAMPION – \$25,000  

- ▷ Name listed on Ready4K page of our website.
- ▷ Organization name and logo in our volunteer newsletter for six months (one newsletter per month) (18,000+ recipients).
- ▷ **Engagement Opportunity:** volunteer to create and/or deliver United Way Literacy Kits.
- ▷ Sponsor logo in all United Way Literacy Kits for one year.
- ▷ **Engagement Opportunity:** volunteer at the Kindergarten Countdown Camp site C to see the impact they are making in the community.
- ▷ Name on website, all KCC materials that go out, in KCC video.
- ▷ Organization name and logo on KCC website and on all KCC marketing emails.

- ▷ Sponsor acknowledgment in all KCC media materials (press releases, media advisories etc.)
- ▷ United Way will produce a short (:30 second) video featuring a spokesperson from sponsor organization discussing your organization's support of KCC. Video will be shared on KCC website and via United Way's social media channels.
- ▷ **The Impact:** Ready4K text messages to a classroom of preschool students, 100 Literacy Kits distributed to rising kindergartners, one classroom of rising kindergartners able to participate in United Way's Kindergarten Countdown Camp program.

FINANCIAL WELL-BEING **VOLUNTEER INCOME TAX ASSISTANCE – \$5,000** 

- ▷ United Way's Volunteer Income Tax Assistance (VITA) program offers free tax preparation services for families and individuals with income of \$56,000 or less. Companies can sponsor a VITA site throughout Greater Richmond and Petersburg.
- ▷ Organization name and logo in our volunteer newsletter for three months (one newsletter per month) (18,000+ recipients).
- ▷ Organization name and logo on VITA web page.
- ▷ Organization name and logo on printed VITA materials.
- ▷ Sponsor acknowledgment in all VITA media materials (press releases, media advisories etc.).

- ▷ Sponsor acknowledgment in special "Thank You" post to be shared on United Way's social media channels.
- ▷ Organization name and logo on all VITA emails.
- ▷ **The Impact:** In 2020, local United Way volunteers helped secure \$2.8 million in tax refunds for 2,790 households in the area. Families who took advantage of the service received a total of \$790,000 in EITC funds from the IRS. The average household income for customers was \$23,652.

CONNECTED AND HEALTHY OLDER ADULTS **PRESENTING SPONSOR: BUILDING CONNECTIONS FOR BETTER HEALTH – \$1,000**  

- This is a United Way volunteer opportunity that supports older adults in avoiding social isolation. The presenting sponsor will receive the following benefits:
- ▷ Organization name and logo in our volunteer newsletter for two months (one newsletter per month) (18,000+ recipients).

- ▷ Logo on cards that participants create for United Way Literacy Kits.
- ▷ **Engagement Opportunity:** If desired, employees can participate in the volunteer event.

ACROSS THE STEPS **STEPS TO SUCCESS AWARDS – \$1,000 TO \$5,000** 

- ▷ This event recognizes outstanding individuals and corporate partners who have gone above and beyond to improve our region by supporting our work in the community. In its inaugural year, the event brought together 300+ guests at the historic Jefferson Hotel.

DAY OF CARING – \$500 TO \$5,000 

- ▷ Let us know what you and your team are most passionate about and we will personalize a volunteer opportunity! Examples of previous Day of Caring events include painting murals, beautification (gardening, weeding, general outdoor maintenance), educational program support during or after school and volunteering with United Way funded partners.

TO PARTNER WITH UNITED WAY ON ANY OF THESE INITIATIVES, PLEASE EMAIL ENGAGE@YOURUNITEDWAY.ORG