

PARTNERSHIP PROPOSAL

2019-2020



United
Way



United Way
of Washtenaw County

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Mission: We connect people, organizations, and resources together to create a thriving community for everyone.

Vision: We envision an equitable community where opportunity is not limited and every member reaches their full potential.



WHY IT'S GOOD BUSINESS TO PARTNER WITH UNITED WAY

A strong community—one that is healthy, educated, financially stable and has support systems for those in crisis—pays dividends to business. Employees are happier and more satisfied with work and life outside work. Businesses are better able to retain their current workforce and attract high-quality employees. Business and employees together can take a leadership role in improving the community which further enhances corporate brand and improves employee satisfaction.

United Way does what no one organization can do: We connect and mobilize the resources, people and passion in strategic ways to achieve our goals; to transform our region; and to change the story for thousands of people.

UNITED WAY DOES WHAT NO ONE ORGANIZATION CAN DO

UNITED WAY OF WASHTENAW COUNTY'S GOALS AND IMPACT



HEALTH

GOALS

- Individuals and families with low incomes have access to health care.
- Increase food security for individuals and families.

EXAMPLE IMPACT

4,758 people found or maintained a medical home for medial, dental, mental health, substance use or disorder or disability needs.



EDUCATION

GOALS

- Children enter school ready to succeed.
- Increase the high school graduation rate.
- Youth feel physically safe in their homes, schools and communities.

EXAMPLE IMPACT

431 families and children provided with childcare scholarships. 59% of at-risk youth showed academic improvement of at least one grade level.



FINANCIAL STABILITY

GOALS

- Children enter school ready to succeed.
- Increase the high school graduation rate.
- Youth feel physically safe in their homes, schools and communities.

EXAMPLE IMPACT

431 families and children provided with childcare scholarships. 59% of at-risk youth showed academic improvement of at least one grade level.

UNITED WE WIN.

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ENHANCE YOUR BRAND

Customers want to know a company cares about the things they care about. United Way connects with businesses to create a positive community image for your company.

**BOOST
YOUR VISIBILITY**



Corporate social responsibility influences buyers, investors and employees.



United Way partnership puts your company in a positive community light.

95%

of customers who give high marks to a company's philanthropy say they will continue doing business – *it matters, today more than ever.*

ENGAGE YOUR EMPLOYEES

Engaging with United Way nurtures employee interaction, strengthens teamwork and can help develop important hard and soft skills among staff.

STRENGTHEN



YOUR WORKFORCE

70% of employees are not engaged in the workplace



United Way can help your employees feel connected, appreciated and engaged

Finding and retaining talent is a regional issue



United Way programs build a stronger community and produce future employees

WORKPLACE CAMPAIGNS

Every year, millions of employees get involved in workplace giving campaigns to support local United Way solutions that improve education, financial stability and health. Companies tell us Workplace Giving offers many opportunities to team build, create office comradery, and celebrate giving back to the community. Employee giving continues to be the #1 vehicle United Way uses to raise the funds we re-invest in our community. We are always looking for new partners to meet the increased demand for funds in our community.

Whether a small business, a major corporation or even a non-profit organization, you can join more than 100 organizations that run campaigns with United Way of Washtenaw County each year.

THERE ARE MANY ADVANTAGES TO RUNNING A UNITED WAY WORKPLACE CAMPAIGN:

- United Way provides all the tools and marketing to ensure you have a great campaign for your team
- Several networking events throughout the year like our Campaign Kickoff and Leadership Event
- Reception and Annual Meeting where you can meet other community leaders who support the community
- Your own custom online giving page with your unique messages to be shared with your team where they can easily make a gift by signing up for payroll deduction, credit card, and other payment methods approved by you
- Easy to quantify the total impact your company has in the community when you can include workplace giving with corporate giving
- Corporate Matches can be tied back to workplace campaign giving and reduce the one-off requests employees may request to support causes they care about
- Great opportunity for employees to easily give to ANY 501c3 organization



CONTACT:

Tina Heusel, Business Development Manager
theusel@uwwashtenaw.org
734-677-7224

CORPORATE VISIBILITY PARTNER

BENEFITS ON A 12-MONTH CYCLE & CAN START ANYTIME

CORNERSTONE PARTNER | \$10,000

A Corporate Visibility Partnership of United Way of Washtenaw County is a viable way to build a strong community partnership by elevating your brand awareness and helping United Way improve lives. Cornerstone Partners give \$10,000 or more annually, which is used to offset costs associated with building awareness of United Way in our community. In turn, the Cornerstone Partner receives:

- Prominent logo placement in the Community Conference Room used by more than 75 Washtenaw County organizations who brought more than 2,000 individuals in for meetings, trainings, orientations and celebrations.
- Premium logo placement on United Way of Washtenaw County's website
- Your logo on UWWC's quarterly newsletter, reaching more than 10,000 individuals
- Your logo included in our annual report
- Reserved corporate table (8 seats) at the Campaign Kickoff and Annual Meeting & Volunteer Recognition Celebration
- Your logo featured during program at the Campaign Kickoff and Annual Meeting & Volunteer Recognition Celebration
- Your name included in press release for the Campaign Kickoff and Annual Meeting
- One group volunteer opportunity
- Recognition throughout the year on our social media channels



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theusel@uwwashtenaw.org
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\$5,000 PARTNER | LIMIT FIVE

Last year, our virtual volunteer center VolunteerWashtenaw.org connected more than 8,600 individuals with volunteer opportunities at more than 190 nonprofit agencies in Washtenaw County. These connections contribute an estimated \$400,000 in value to the nonprofit community. The Volunteer Center is a free service that provides the largest local listing of volunteer opportunities in Washtenaw County to make it easy for individuals, families, and groups to engage in service to the community.

- Logo inclusion on the main page of the website VolunteerWashtenaw.org
- Logo inclusion on Volunteer workstation located at United Way of Washtenaw County
- One group volunteer opportunity organized by United Way of Washtenaw County
- Sponsor name included in volunteer notification emails sent from VolunteerCenter.org



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ANNUAL MEETING & VOLUNTEER CELEBRATION

APRIL 2020
TBD

\$2,500 PARTNERSHIP | LIMIT FOUR

The Annual Meeting & Volunteer Celebration recognizes supporters and contributors for their exceptional achievements and accomplishments in the community. Attended by more than 200 Washtenaw County community leaders annually. Event includes hors d'oeuvres, cash bar and ample time for networking prior to the formal presentation.

- Press release including company name as a sponsor
- Inclusion on event page of United Way of Washtenaw County (UWWC's) website with your company logo
- Recognition on social media pages leading up to the event
- Recognition of your company in all event related collateral
- Your company name and logo included in event presentation
- 8 Premium Reserved seats to the event



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CAMPAIGN KICK-OFF

SEPTEMBER 17, 2019
EMU STUDENT CENTER BALLROOM

\$2,500 PARTNER | LIMIT FOUR

Attended by more than 200 Washtenaw County community leaders annually, this event is a high energy call to action for companies that participate in our workplace giving campaigns. Event includes lunch and ample time for networking prior to the formal presentation.

- Press release including company name as a partner
- Inclusion on event page of United Way of Washtenaw County (UWWC's) website with your company logo
- Recognition on social media pages leading up to the event
- Recognition of your company in all event related collateral
- Your company name and logo included in event presentation
- 8 Premium Reserved seats to the event



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11TH ANNUAL POWER OF THE PURSE

MARCH 2020
TBD

Power of the Purse 2019 brought a over 300 attendees and more than \$30,000 raised to support women's financial stability programs. Join us this year to enjoy a strolling dinner, open bar, and the highlight of the evening: a silent auction featuring more than 100 purses!



PRESENTING SPONSOR | \$5,000 LIMIT TWO

- Press release including company name as the "Presenting Sponsor"
- Premium logo placement on print and electronic materials advertising the event
- Your company featured on social media and event website
- Recognition at the event including presence of logo on program and signage and big screen
- 12 event tickets

PLATINUM SPONSOR | \$2,500 LIMIT SIX

- Premium logo placement on print and electronic materials advertising the event
- Your company featured on social media and web site
- Recognition at the event including presence of logo on program, logo on signage and on big screen
- 8 event tickets

GOLD SPONSOR | \$1,000

- Name on print and electronic materials advertising the event
- Your company featured on social media and web site
- Recognition at the event including name on stage, program and big screen
- 4 event tickets

SILVER SPONSOR | \$500

- Name recognition at the event including the program
- 2 event tickets

NEW FOR 2019 EVENT

SPOTLIGHT PURSE SPONSOR | MUST DONATE A PURSE* WITH MINIMUM VALUE OF \$1,000 | LIMIT THREE

- Spotlight signage on the table accompanying your donated purse
 - Spotlight feature of a high-value purse on social media leading up to the event
 - Recognition at the event including name on the program and the Big Screen
- *Option to donate \$1,000 toward the purchase of high-end purse in lieu of actual purse donation.*

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Manager
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YOUNG LEADERS SOCIETY

United Way of Washtenaw County Young Leaders Society (YLS) develops the next generation of leaders by providing opportunities for philanthropy, long-term relationship building, professional development and community engagement.

CORNHOLE TOURNAMENT FUNDRAISER

DOUBLE DEUCE SPONSOR | \$500 | LIMIT ONE

- Premium name and logo placement on all print and electronic advertising as the title presenting sponsor
- Recognition at event including large individual sponsorship signage with logo
- Your company featured on all YLS social media and your company's link on the YLS webpage
- Two team tickets (two players per team)

BAGGO SPONSOR | \$250 | LIMIT TEN

- Recognition at event including individual sponsorship signage with logo
- Name recognition on all YLS social media and the YLS webpage
- One team ticket (two players per team)

IN-KIND SPONSOR

- Food
- Drinks
- Raffle Basket items

HOLIDAY MIXER

SUPPORTING SPONSOR | \$300 | LIMIT ONE

- Premium name and logo placement on all print and electronic advertising as the supporting sponsor
- Recognition at event including individual sponsorship signage with logo
- Your company featured on all YLS social media and YLS webpage
- Two event tickets



CORPORATE VISIBILITY

LEADERSHIP PARTNER | \$500 | LIMIT FOUR

- Premium logo placement on YLS webpage
- Premium logo placement on YLS monthly newsletters
- Recognition throughout the year on all YLS social media
- Recognition as a leadership partner at all Speaker Series events
- One team ticket for our Annual Cornhole Tournament (two players per team)
- Two event tickets for the holiday mixer

**Benefits on a 12-month cycle and can start any time*

CONTACT:

Madeline Mortimer, Development Associate
mmortimer@uwwashtenaw.org
734-677-7219

THANK YOU FOR PARTNERING WITH US!



PARTNERSHIP COMMITMENT

2019-2020

Company/Organization Name

Address

City

State

Zip

Contact Name

Title

Phone

Email

Signature

Date

Yes, I would like to sponsor the following events/programs (please check box):

- | | | |
|---|---|---|
| <input type="checkbox"/> \$10,000 Cornerstone Sponsor | Power of the Purse | Young Leader's Society |
| <input type="checkbox"/> \$5,000 Volunteer Center | <input type="checkbox"/> \$5,000 Presenting Sponsor | <input type="checkbox"/> \$500 Double Deuce Sponsor |
| <input type="checkbox"/> \$2,500 Annual Meeting & Volunteer Celebration | <input type="checkbox"/> \$2,500 Platinum Sponsor | <input type="checkbox"/> \$250 Baggo Sponsor |
| <input type="checkbox"/> \$2,500 Campaign Kick-Off | <input type="checkbox"/> \$1,000 Gold Sponsor | <input type="checkbox"/> \$300 Supporting Sponsor |
| | <input type="checkbox"/> \$500 Silver Sponsor | <input type="checkbox"/> \$500 Leadership Partner |
| | | <input type="checkbox"/> In-Kind Sponsor |

I am interested in a mult-year sponsorship, please contact me

Total Gift Amount: \$

Please select a payment option:

- Check enclosed Please invoice Credit Card

Credit Card Number

Expiration

Security Code

Is billing address same as above? (Circle one) Yes No

If no, please include billing address:

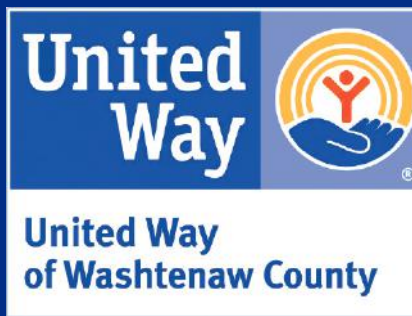
Address:

City:

State:

Zip:

Please return to:
United Way of Washtenaw County
Attn: Tina Heusel
2305 Platt Road
Ann Arbor, MI 48104
or email theusel@uwwashtenaw.org



BOARD OF DIRECTORS

Yodit Mesfin-Johnson, Board Chair
Nonprofit Enterprise at Work

Linda Koos, Vice Chair
Hylant

Judy Walker, Treasurer
Community Volunteer

Megan Mazurek, Secretary
Charles Reinhart Company

Justin Bagdady
Bodman PLC

David Canter
University of Michigan Health System

Rich Chang
NewFoundry

Rich Cooper
DTE Energy

Tony Denton
University of Michigan Health System

Greg Dill
Washtenaw County Government

Steve Dobson
Community Volunteer

Cindy Elliott
IHA

Cecilia Fileti
C.P. Fileti Associates, Inc. & Latino Health
Communications

Jason Gold
Ann Arbor Public Schools

Nancy Heine
Washtenaw County

Diane Keller
A2Y Chamber of Commerce

Alex Strati
Old National Bank

Brandon Tucker
Washtenaw Community College

CONNECT

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