PARTNERSHIP PROPOSAL 2020-2021
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 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 medical, 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.
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.

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
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:**

Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219
A Corporate Partnership with 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. Pick your impact! You can choose which impact area and benefits are important to you.

**COMMUNITY IMPACT**

An undesignated corporate gift ensures that UWWC can use those funds where they are needed the most.

**EDUCATION**

Funds are invested in programs that support Early Childhood Education and School-Aged Youth.

**HEALTH**

Funds are invested in programs that support Health, Housing and Homelessness, and Older Adults.

**FINANCIAL STABILITY**

Funds are used to support Financial Stability initiatives which include one-on-one financial coaching, financial empowerment workshop, and our free Voluntary Income Tax Assistance (VITA) Program.

Please see benefits on next page.

**TO CHOOSE YOUR IMPACT, CONTACT:**

Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219
BENEFITS RUN ON THE CAMPAIGN YEAR JULY-JUNE

BRONZE BENEFITS | $2,500 - $4,999
- Name placement on United Way of Washtenaw County’s website
- Name placement on funded program event sign

SILVER BENEFITS | $5,000 - $9,999
- Includes all Bronze Benefits
- Plus your choice of one (2) Additional Benefits

GOLD BENEFITS | $10,000 - $19,999
- Name included for Corporate Partnership recognition in the UWWC Community Room
- Your logo on UWWC’s monthly newsletter, reaching more than 10,000 individuals
- Logo placement on United Way of Washtenaw County’s website
- Logo placement on funded program event sign
- Your logo included in our annual report
- Plus your choice of three (3) Additional Benefits

PLATINUM BENEFITS | $20,000 - $49,999
- Includes all Gold Benefits
- Plus your choice of four (4) Additional Benefits

DIAMOND | $50,000+
- Includes all Gold Benefits and all Additional Benefits

TO CHOOSE YOUR BENEFITS, CONTACT:
Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219

ADDITIONAL BENEFITS:
- Free corporate table (8 seats) at the Campaign Kickoff and Annual Meeting & Volunteer Recognition Celebration with company name (available for Gold and up)
- Your logo featured during the program at the Campaign Kickoff and Annual Meeting & Volunteer Recognition Celebration
- Opportunity to sponsor one (1) employee to join the Emerging Philanthropists Committee for the year
- Recognition on our social media channels (Facebook, Instagram, Twitter, LinkedIn)
- One group volunteer opportunity with a shoutout on social media
United Way of Washtenaw loves our homegrown businesses, and want to recognize your philanthropic endeavors. We also realize you may be fielding daily requests from nonprofit agencies for support, and as we can relate, we want to help them all, however, it’s impossible! Join Homegrown United program, made exclusively for business owners/operators like you.

$1,200 PARTNERSHIP

WHAT IS IT?

Homegrown United is a new corporate partnership designed for local businesses in our community. Think of us as your new one-stop shop to an impact area of your choice (education, health, financial stability), access exclusive employee or customer engagement opportunities, and get the word out about your business. To join, invest just $100 per month with United Way of Washtenaw County!

WHAT DO I GET?

Pick your impact: We know everyone has a different passion. Pick yours! Community Impact, Education, Financial Stability, or Health.

Community Recognition- let your customers and prospects know you are helping the community. You can get a window decal for your front office. Plus, be recognized on our website, social media and newsletter celebrating Homegrown United.

Philanthropic Counsel and Support: We make it easy to manage hundreds of requests from so many non-profits and we know you don’t want to ignore them either. If you choose, we can provide you with a boilerplate response to handle request efficiently and act as a nonprofit agency referral resource for you as well.

CONTACT:

Madeline Mortimer, Senior Development Associate
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734-677-7219
$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

CONTACT:
Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219
$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

CONTACT:
Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219
$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

CONTACT:
Madeline Mortimer, Senior Development Associate
mmortimer@uwwashtenaw.org
734-677-7219
Power of the Purse 2019 brought 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**
- 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**
- 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 recognition at the event including the program
- 2 event tickets

**SILVER SPONSOR | $500**
- Name recognition at the event including the program
- 2 event tickets

**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.

**CONTACT:**
Ebony Robinson
Development & Communications Manager
erobinson@uwwashtenaw.org
734-677-7229
United Way of Washtenaw County’s Emerging Philanthropists (EP) are leaders empowering community, engaging change, and building relationships. EP creates unique opportunities for our members to serve, lead and connect.

**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 EP social media and your company’s link on the EP 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 EP social media and the EP 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 EP social media and EP webpage
- Two event tickets

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

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**CONTACT:**

Madeline Mortimer, Senior Development Associate  
mmortimer@uwwashtenaw.org  
734-677-7219
THANK YOU FOR PARTNERING WITH US!
### Partnership Commitment 2019-2020

#### Company/Organization Name

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#### Address

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<th>City</th>
<th>State</th>
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#### Phone

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

- [ ] Corporate Partner
- [ ] $5,000 Volunteer Center
- [ ] $2,500 Annual Meeting & Volunteer Celebration
- [ ] $2,500 Campaign Kick-Off
- [ ] $1,200 Homegrown United
- [ ] Power of the Purse
  - [ ] $5,000 Presenting Sponsor
  - [ ] $2,500 Platinum Sponsor
  - [ ] $1,000 Gold Sponsor
  - [ ] $500 Silver Sponsor
- [ ] Emerging Philanthropists
  - [ ] $1,000 Leadership Partner
  - [ ] $500 Double Deuce Sponsor
  - [ ] $250 Baggo Sponsor
  - [ ] $300 Supporting Sponsor

- [ ] I am interested in a multi-year sponsorship, please contact me

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Total Gift Amount: $

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Please select a payment option:

- [ ] Check enclosed
- [ ] Please invoice
- [ ] Credit Card

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Is billing address same as above? (Circle one)

- [ ] Yes
- [ ] No

If no, please include billing address:

- Address:
- City:  
- State: 
- Zip:

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Please return to:

United Way of Washtenaw County
Attn: Madeline Mortimer
2305 Platt Road
Ann Arbor, MI 48104
or email mmortimer@uwwashtenaw.org
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Marjorie Dixon
   Conlin, McKenney, & Philbrick, PC

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

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Nicole Torbert
   Keybank

Brandon Tucker
   Washtenaw Community College

CONNECT
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734-971-8200 | liveunited@uwwashtenaw.org
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