



United Way 2022 SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES TO ACCELERATE YOUR COMPANY'S IMPACT

For more than 75 years, United Way of Northern Shenandoah Valley has served our community. Sponsorship opportunities bring in contributions that allow us to continue addressing our community's top needs. As a United Way sponsor, your brand will gain recognition at both public and private events, and help us fund vital programs.

Please review our 2022 opportunities, exclusive to our corporate partners and sponsors.



United Way of Northern
Shenandoah Valley



OPPORTUNITIES to accelerate your company's **IMPACT**

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A photograph of three volunteers in a hallway. One woman in the foreground is painting a wooden handrail with a brush. Another woman in the middle ground is painting the upper part of a wall with a roller. A third woman in the background is also painting. They are all wearing dark t-shirts and blue gloves. An 'EXIT' sign is visible above a doorway in the background.

VOLUNTEER

Engagement



PROJECT Connect

AUDIENCE

New for 2022, our signature event, Project Connect is growing! For 2022, the event will occur twice, once in our northern region, once in the southern region. Each event will feature 50+ service providers, 150 corporate and community volunteers, 100 or more clients seeking assistance. The event is open to the public.

Sponsors sign on to sponsor both events.

Project Connect is a day of outreach hosted by United Way NSV and our Valley Assistance Network in partnership with our dedicated Corporate and Community Partners to drive that mission forward. Volunteers will contribute

PROJECT CONNECT

TWO EVENTS, IN THE NORTH AND SOUTH!

All sponsorships cover both events happening summer, 2022!

SUMMER 2022

SERVICES PROVIDED:

- **FREE BREAKFAST AND LUNCH**
- **MEDICAL EXAMS AND SCREENINGS**
- **FREE DENTAL SERVICES**
- **HOUSING SERVICES**
- **ID'S AND SOCIAL SECURITY CARDS**
- **FREE LEGAL ADVICE**
- **HAIRCUTS**
- **ON THE SPOT JOB RESUME BUILDING AND JOB INTERVIEWS**
- **VETERAN'S SERVICES**
- **FREE GIVEAWAYS**
- **EDUCATIONAL OPPORTUNITIES**
- **MUCH MORE!**

Project Connect is a one-stop free resource fair! Clients receive assistance from more than 50 service providers, all under the same roof. What often takes months to accomplish can be completed in one day.

Visit UnitedWayNSV.org/ProjectConnect for more information on services, transportation and sponsorship.

SPONSORSHIP OPPORTUNITIES



Project Connect 2022	Platinum (\$4,500) 2 available	Gold (\$3,500)	Silver (\$1,500)	Bronze (\$500)	Friend of PC (\$100)
Acknowledgment in all press releases and public speaking engagements and social media	✓				
Name and logo printed on table tents for breakfast and lunch areas	✓				
Name and logo printed on event t-shirt and bags	✓				
Priority volunteer registration for your team at both events	✓	✓			
Industry exclusive branding to the event section hub of your choice (example: Medical Hub provided by X Company)	✓	✓			
Name and logo on all outreach and program materials	✓	✓	✓		
Name and logo printed on event guidebook	✓	✓	✓		
Name and logo printed on event banner	Premier placement as "Platinum Sponsor"	as "Gold Sponsor"	as "Silver Sponsor"		
Set up a booth at the event	✓	✓	✓	✓	
Recognition on the United Way website and Facebook page	Including a logo with a link	Including a logo	✓	✓	✓

HUBS AVAILABLE FOR SPONSORSHIP (Based on availability, Platinum Sponsors have first right of refusal)

Medical	Banking/Money Management	Veterans
Dental	Documentation/Benefits	Transportation
Housing	Kids/Family Services	Basic Needs
Employment	Legal	





DAY OF Caring

AUDIENCE
1,000+ volunteer participants including United Way staff, corporate and community partners and more than 75 local nonprofits.

SEPTEMBER 16, 2022
When your company joins the ranks of United Way's corporate partners and supporters, it is aligned with companies committed to creating impact and improving lives in the communities in which its customers and employees live and work.

United Way's Day of Caring sponsorship opportunities are strategically tied to our Impact areas of education, financial stability and health. Through this approach, we connect your support to our work to ensure more individuals and families have access to a quality education, a family-sustaining income, good health and critical resources during times of crisis.

DAY OF CARING



DAY OF CARING - SEPTEMBER 16TH, 2022

Each year, United Ways across the country participate in a nationwide day of service called Day of Caring. It's the perfect opportunity to roll up your sleeves and let your actions speak louder than words. It's the ideal way to show, by example, what it means to LIVE UNITED.

VOLUNTEER

United Way of Northern Shenandoah Valley coordinates hundreds of hands-on projects for over a thousand volunteers on Day of Caring. Become a sponsor and join together for a variety of hand-on projects, ranging from gardening and landscaping to painting and cleaning.

BECOME A DAY OF CARING SPONSOR

Make a gift of support to take part in Day of Caring! United Way sponsorship opportunities uniquely position your company as a community leader—engaging your customers, vendors, employees and public alongside a recognizable and trusted philanthropic brand. Select from one of our various levels of sponsorship or customize a package that aligns with your corporate values.

DAY OF CARING SPONSORSHIPS

Sponsor Benefit	Presenting Sponsor \$7,000 (One Available)	Platinum Sponsor \$4,000 (Five Available)	Cornerstone Sponsor \$1,500	Project Sponsor \$650	T-Shirt Sponsor \$350
Featured logo "Lock-Up" beside Day of Caring logo	✓				
Opportunity to speak at the Day of Caring Kickoff	✓				
Early Day of Caring Project Selection for your team	✓ First Pick	✓			
Featured social media posts listing your company	✓	✓	✓		
Opportunity to set up a booth at the Day of Caring Kickoff	✓	✓	✓		
Company listing in the United Way Annual Report	✓ Prominent logo	✓ With Logo	✓	✓	
Representation in United Way newsletter	✓	✓	✓	✓	
Recognition on Day of Caring shirts	✓ With logo lock-up	✓ With logo	✓	✓	✓
Recognition on Day of Caring event signage	✓ With logo lock-up	✓ Featured logo	✓	✓	✓



UNITED WAY
Programs

AND EVENTS



ALICE

Awareness week

AUDIENCE

A diverse group of the local population and beyond. The ALICE Awareness Week population covers a local spectrum of area leaders and social media mavens. The Poverty Simulation that concludes ALICE Awareness Week draws area nonprofit employees, government workers, teachers, students and more, reaching more than 3,000 on social media.

NOVEMBER 2022

Support ALICE Awareness Week, where participants combine personal challenges, fundraising, advocacy and community conversations to help their neighbors. It is about harnessing the power of our community to make a difference. By stepping up to support ALICE, we can change the life of our neighbors.

ALICE AWARENESS WEEK

Your sponsorship of ALICE Awareness week and the Poverty Simulation shows your company's support for our local community and the ALICE population. Make a sponsorship to show your support for the more than 40% of our local population that are struggling every day.

ALICE PROGRAM SPONSOR

Sponsorship Commitment: \$500
(Two Available)

- Logo representation on all ALICE Awareness Week materials and promotions online and in print
- Corporate recognition in Poverty Simulation press release and event announcement
- Corporate logo on invitations to Poverty Simulation
- Corporate logo on RSVP page for Poverty Simulation
- Acknowledgment in event remarks by United Way representative
- Corporate recognition on select United Way social media channels
- Opportunity to distribute branded gift to event attendees (sponsor provided) at the Poverty Simulation

A close-up photograph of a silver metal shopping cart with blue plastic handles, resting on the keyboard of a silver laptop. The background is a soft, out-of-focus light blue.

GIVING TUESDAY

Online Auction

AUDIENCE

The Giving Tuesday Online Auction reaches the entire Northern Shenandoah Valley. Professionals, area businesspeople and online shoppers take part in this popular online event.

NOVEMBER 2022

We rely heavily on the support of the community in order to continue to address the needs of the community. Help United Way NSV reach goal by sponsoring our auction!

Please also consider making a donation of an item or service that we can auction off in the event!

Proceeds from the auction will benefit over 45 local nonprofit organizations who receive funding through the United Way Impact Grant Program.

GIVING TUESDAY ONLINE AUCTION

Your sponsorship can help ensure the success of the auction, underwriting any costs associated with the program. In 2021, more than \$12,000 was raised through the initiative. Help make that happen again by covering the event costs for the auction.

AUCTION SPONSOR - \$500

- Featured logo on the event flyer and announcement
- Prominent logo placement on the auction website
- Prominent logo placement on all auction communications
- Prominent logo placement on the auction Facebook event and event picture

UNITED WAY

Employee

EVENTS

LIVE UNITED®
#BetterTogether

GLAD
ForceFlex





CUSTOMIZED Volunteering

AUDIENCE

United Way's Customized Projects connect professional teams, school and church groups, and entire organizations to meaningful volunteer work. Each season, we'll focus on one area where they can make a difference as a volunteer.

LET US HELP YOU DEVELOP A MEANINGFUL EXPERIENCE

Group and corporate volunteer projects can be tailored for the unique needs of your team's size, schedule, or interests.

United Way NSV will work with you to determine what your volunteer project needs are, determine what types of volunteer projects are needed at local nonprofits and assist in implementing your project.

Many groups find that volunteering together is a great team-building activity, improves morale and helps meet an important need in our community.

BUILD YOUR OWN VOLUNTEER PROJECT

Work with United Way to customize your volunteer experience. Programs can be held on-site or out in the community. Pricing for each program will be customized depending on supplies needed and participation numbers.

ON-SITE VOLUNTEERING PROGRAM MENU

MOBILE FEEDING VAN

You can fight hunger and poverty by providing healthy lunches to children during the summer. Start with taking up a food collection, pack meals and then deliver them to designated drop sites and meet the families you impact.

PROJECT HOME SWEET HOME

Help stock apartments for new residents placed through our Valley Assistance Network with basic home goods, and give every new neighbor the chance to create their Home Sweet Home.

BACK TO SCHOOL KITS

Give under-resourced students the tools they need to be successful in school and life.

Everyone deserves the chance to feel clean. Help meet the most basic needs of our neighbors experiencing homelessness.

BUILD YOUR OWN CARE KITS

For many people, being asked for money by a person experiencing homelessness is awkward and uncomfortable. Empower your team to be able to support our homeless neighbors by assembling Care Kits to be kept in their purse or car, and given out to provide substantive help to those in need.

POVERTY SIMULATION

Hold a half-day immersion experience to educate and invigorate your staff.

MOBILE VAN

AUDIENCE

Your employees! Bring assistance programs to them at work!

ANYTIME

The Valley Assistance Network (VAN) is a program of United Way of Northern Shenandoah Valley created to help families navigate community resources and create a path to financial stability. In short, we help working families move from crisis to stability.

The team has expert knowledge in resources and solutions to help in unique situations. When employees are stable and healthy, they work harder and have stronger performances on the job.

In the first two years of operation, VAN helped more than 1,500 families connect with medical providers, housing services, food, transportation, counseling, and other critical community resources, to help improve their lives.

MOBILE VAN (VALLEY ASSISTANCE NETWORK)

Bring Valley Assistance Network to your business for three hours to meet your employees and help them navigate any assistance programs they may need.

YEAR-ROUND SUPPORT

\$1,500 (four visits over a calendar year)

- Three hours of visitation from two Valley Assistance Network representatives, four times in a calendar year, at your location
- Priority access to assistance for your employees at Valley Assistance Network

ON-SITE VISIT FROM VAN

\$500 (Per visit)

- Three hours of visitation from two Valley Assistance Network representatives at your location
- Priority access to assistance for your employees at Valley Assistance Network

DROP-IN VISIT FROM VAN

\$250 (Per visit)

- One hour of visitation from two Valley Assistance Network representatives at your location



United Way of Northern Shenandoah Valley