YOUR COMPANY
+
UNITED WAY

Partnering for Community Impact

www.unitedwaymartin.org
**BORN LEARNING TRAIL**

United Way’s Born Learning Trail is an interactive, playful and visible community engagement tool. It is part of the Born Learning campaign designed to help parents, caregivers and communities support early learning. The trail is a community strategy helping boost children’s language and literacy skills – and encouraging families to get active. It’s a great way to elevate awareness of early childhood education and connect volunteers.

Several Born Learning Trails are planned, with signs in English and Spanish, encouraging simple activities that parents and other adults can do with young children to help build language and reading skills.

**DAY OF CARING**

Each fall, United Way rallies teams of volunteers to participate in a Day of Caring. Volunteers can make a real difference by tackling projects such as assembling weekend food kits for students, creating hurricane supply kits for homebound seniors and many other opportunities.

The single-day event is a concentrated push to rally volunteers, highlighting the needs in our community.

It is also an opportunity for local businesses to empower their team to give back to our community through impactful, skills-based volunteerism.
UNITED WAY HOLIDAY PROJECT

United Way is one of the most well-known charities that helps families all year. But during Christmas, the United Way goes into high gear to help families through the **United Way Holiday Project**.

For more than 30 years, United Way of Martin County has spread holiday cheer by providing toys and holiday meals to more than 1,000 local families and 3,000 children each year. This huge undertaking is only possible by pooling the resources of hundreds of volunteers, community groups, agencies, families, businesses and faith-based and civic organizations.

As the official local coordinating organization for the Marine Corps Toys for Tots drive, United Way of Martin County works with hundreds of local businesses who serve as Toys for Tots Collection Sites. Any toys donated to Toys for Tots in Martin County goes toward this community-wide effort.

TOOLS FOR SUCCESS

To alleviate the financial burden on families and educators to provide school supplies for Martin County students, United Way of Martin County, Publix Super Markets and a collaborative of community partners started the **Tools for Success** program.

The long-term goal is to make school supplies available for all Martin County elementary and middle-school students at no cost to families.

The pandemic posed many new challenges for schools in addition to the ongoing need for school supplies, and the expense that came along with it.

Whether they started the school year virtually or in the traditional classroom setting, more than 10,500 Martin County students began the school year with necessary supplies thanks to the Tools for Success initiative.

More than 260,000 supplies were lovingly assembled into supply kits to help students kick start the school year, saving local families over $83,000 in school supply costs.
**Students United** represents the next generation of community leaders. The program provides opportunities for local students to utilize resources to make a positive impact on our community by supporting United Way. Members participate in United Way’s grant allocation process to learn more about the needs in the community.

The program is targeted toward students in 9th–11th grade who are interested in developing leadership skills and creating opportunities for community engagement.

Your sponsorship of Students United supports our community’s future leaders and provides a separate pool of funds for students to invest in local social service programs while also boosting your corporate social responsibility.

**Community Conversations**

Since 2017, United Way of Martin County has been hosting quarterly Community Conversations where representatives from various sectors including partner nonprofit agencies, business leaders, and corporate partners come together to discuss “hot topic” issues in our community.

Previous topics have included hurricane preparedness, the coordinated efforts to ensure children have school supplies, suicide awareness and prevention, and the importance of completing the 2020 Census, just to name a few.

Four Community Conversations are held per year drawing an average of 75-100 attendees.
SPONSORSHIP BENEFITS

SUPPORTER - $500
- Organization name listed on event/initiative collateral material and webpage
- Organization name included in press releases and social media posts

CHAMPION - $1,000
- Logo included on event/initiative collateral material and webpage
- Organization name included in press releases and social media posts
- Two social media posts dedicated to your organization
- Invitation to event/initiative
- Banner recognition at event/initiative (if applicable)

HAND RAISER - $2,500
- Logo included on event/initiative collateral material and webpage
- Organization name included in press releases and social media posts
- Four social media posts dedicated to your organization
- Invitation to event/initiative with speaking opportunity
- Banner recognition at event/initiative (if applicable)
- Opportunity to distribute company promotional materials (if applicable)
- Sponsor recognition logo (with link) included in United Way of Martin County’s newsletter
- Photo of organization’s representative included in post-event media release
- Recognition in United Way of Martin County Community Impact Report

GAME CHANGER - $5,000
- All sponsor benefits listed above
- Title recognition as follows in every mention: United Way [Initiative] sponsored by [Your Organization]

CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE!
We can work with you to customize a sponsorship package that aligns with your organization’s Corporate Social Responsibility Plan.
United Way is committed to the health, education and financial stability of every person in our community.

Our mission is to improve lives by mobilizing the caring power of our community. Your sponsorship support not only furthers our mission, it shines a spotlight on your company.

YES, we would like to sponsor one or more 2021/2022 events for United Way of Martin County. Please check all that apply below:

**Priority Programs**
- [ ] Born Learning Trail Sponsorship Level $ __________________________
- [ ] Day of Caring Sponsorship Level $ __________________________
- [ ] Students United Sponsorship Level $ __________________________
- [ ] Tools for Success $ __________________________
- [ ] Community Conversations Sponsorship Level $ __________________________
- [ ] United Way Holiday Project Sponsorship Level $ __________________________

**Total Sponsorship Investment**
$ __________________________

Sponsor Company Name: ____________________________________________
Contact Person: ____________________________________________
Company Address: ____________________________________________
City: _______________________ State: _______________________ Zip: _______________________
Contact Phone #: __________________________
Contact Email: ____________________________________________

☐ Check enclosed payable to United Way of Martin County. Check #: __________________________
☐ Credit Card: 
  ☐ Visa  ☐ MasterCard  ☐ Amex  ☐ Discover
  Credit Card Number: ____________________________________________
  Name on Card: ____________________________________________
  Expiration Date (MM/YY): _______________________ CVV #: _______________________

I authorize the total sponsorship investment to be charged to the provided card: __________________________

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**Doing Good is Good for Business**

90% of Americans would switch to a brand that supports a cause and 50% would recommend that their friends do, too. United Way is also the only nonprofit listed in Forbes’ top 50 brands! 81% of Americans say they weigh an organization’s contribution to social causes when they choose where to work.

*Source: Edelman Berland Global*