

2024 CAMPAIGN

CORPORATE OPPORTUNITIES

MAKE A DIFFERENCE. MAKE AN IMPACT.



182 S. 2nd St.
Chambersburg, PA 17201
uwfcpa.org



United Way
of Franklin County

TABLE OF CONTENTS

A QUICK LOOK AT WHAT'S INSIDE

01 Corporate Partners Overview

02 Campaign Champions★★★★

03 United Way Initiatives

03 United We Read

04 EITC Pre-K Scholarship

05 Stepping Forward Works

06 ALICE

07 United Way Events

07 Campaign Kick-off

08 Day of Caring

09 Annual Meeting

10 Winter Warmth Drive

11 Learn & Play Day

13 May of Caring

14 Stuff the Bus

15 Corporate Partner Form

Questions along the way? Contact our
Community Engagement Officer:

Kelly Frazer

717-262-0015 ext. 202

kfrazer@uwfcpa.org



United Way of Franklin County is a 501(c)3 tax deductible organization. Please note: In the event of excess sponsor funds for an event/initiative within the campaign year, remaining dollars will be invested in event administrative costs or in the UWFC Community Impact Fund. This fund supports over 20 local programs; view a list of our funded Program Partners at uwfcpa.org/program-partners.

CORPORATE PARTNERS

INVEST IN OUR COMMUNITY, MAKE A DIFFERENCE.



The impact of United Way of Franklin County (UWFC) is seen in the educational success of a child who is now ready for Kindergarten; in the father who took a step toward financial stability by receiving job training; in the grandmother who took control of her health and is now able to play with her grandkids; and in more than 26,000 neighbors who are impacted by United Way's Program Partners.

YOU can positively impact these lives and more through UWFC as we continue expanding program outreach and community initiatives. Enclosed are opportunities for your business to invest in these efforts.

When you partner with United Way, you:



Enhance Customer Experience

Let people engage in a favorable experience with your brand through your community support.



Increase Visibility & Revenue

Your support leads to increased brand visibility throughout the community. An easily recognized brand makes closing sales all the more effortless.



Build Your Charitable Image

Showcase your goodwill and commitment to bettering the communities of Franklin County. When you invest local, consumers notice and respond favorably.

Corporate Partners are recognized in the Annual Report and on the website for their **total** contributions during a campaign year. Recognition levels include:

- **Pillar** (\$20,000+)
- **Keystone** (\$15,000-\$19,999)
- **Cornerstone** (\$10,000-\$14,999)
- **Leader** (\$5,000-\$9,999)
- **Partner** (\$1,000-\$4,999)

CAMPAIGN CHAMPIONS

SUPPORT THE BACKBONE OF OUR WORK IN THE COMMUNITY.

Corporate Partners help United Way build the resources to improve community health, workforce development, and early learning, which will make Franklin County a leading community where people want to live, work and play. Partner with us to continue building a vibrant and prosperous community for all.

ANNUAL CAMPAIGN CHAMPION

"Level up" your civic engagement by supporting the year-round efforts of UWFC as an Annual Campaign Champion. Your annual support will be used through UWFC and our Community Impact Fund to bolster early learning, build financial literacy, grow healthy living programs, and provide basic needs.



PLATINUM Campaign Champion - \$20,000+

- Logo featured in all e-blasts sent to our distribution list of 2,500+
- Company name featured prominently in the Annual Report
- Speaking opportunity at our Annual Meeting in January
- Recognition at the following events: Annual Meeting, Pacesetter Kick-off, and Campaign Kick-off
- Logo featured on promotional materials for the events listed above
- Opportunity to provide promotional material for the events listed above
- Opportunity to provide banner for the events listed above
- Mentions on social media, blog, media releases, and at presentations



GOLD Campaign Champion - \$15,000-\$19,999

- Logo featured on uwfcpa.org and in all e-blasts sent to our distribution list of 2,500+
- Company name featured prominently in the Annual Report
- Preferred seating for 6 to our Annual Meeting
- Recognition at the following events: Annual Meeting, Pacesetter Kick-off, and Campaign Kick-off
- Company name featured on promotional materials for the events listed above



SILVER Campaign Champion - \$10,000-\$14,999

- Company name featured in all e-blasts sent to our distribution list of 2,500+
- Company name featured in the Annual Report
- Preferred seating for 4 to our Annual Meeting
- Recognition at the following events: Annual Meeting, Pacesetter Kick-off, and Campaign Kick-off



BRONZE Campaign Champion - \$5,000-\$9,999

- Company name listed in all e-blasts sent to our distribution list of 2,500+
- Company name listed in the Annual Report
- Preferred seating for 2 to our Annual Meeting
- Recognition at these events: Annual Meeting

UNITED WAY INITIATIVES

DRIVE SUSTAINABLE CHANGE IN OUR COMMUNITY.

The following United Way initiatives utilize research-driven strategies to drive positive change in Franklin County. To make a true impact, they need support from businesses, individuals, and organizations. We ask you, as an important business in our community, to join us in building these programs to serve our neighbors and improve quality of life.

UNITED WE READ



United We Read is a United Way program to help bridge the summer reading gap that often occurs during summer break from school. The program sends volunteer readers into summer camps across Franklin County to engage with elementary and middle school aged students by reading, guiding discussions, and leading activities related to the selected book. Each student participating will also receive their own copy of the book.



Reading Champion - \$10,000

- Company logo featured on uwfcpa.org and banner outside UWFC office
- Company logo featured on program promotions
- Company logo featured on book sticker and bookmark
- Opportunity to participate in an interview to be posted on social media
- Opportunity to schedule a check passing photo to be posted on social media
- Opportunity to provide promotional give away items for students
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Reading Innovator - \$5,000

- Company logo featured on uwfcpa.org and banner outside UWFC office
- Company logo featured on book sticker and bookmark
- Opportunity to schedule a check passing photo to be posted on social media
- Opportunity to provide promotional give away items for students
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Reading Leader - \$1,000

- Company logo on uwfcpa.org
- Recognition during the Annual Meeting
- Company name featured in the Annual Report

EITC PRE-K SCHOLARSHIP



The **Education Improvement Tax Credit (EITC) Pre-K Program** provides companies with 100% tax credit for the first \$10,000 of donation to United Way's Pre-K Scholarship program. These are taxes you already have to pay, you're just choosing to direct the tax dollars to a local program - a great way to make a difference in our community!

UWFC currently provides families in need with scholarships to six high-quality pre-K programs in our community. With your help, we can provide more scholarships for families with children who otherwise could not afford to attend these important early learning programs.

Learn more about EITC at dced.pa.gov/eitc. To contribute, work through your accountant or tax advisor.



A+ Pre-K Champion - \$10,000 and above

- Company logo featured on uwfcpa.org
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Opportunity to set up a vendor table at Learn & Play Day
- Company name featured in the Annual Report



Quality Pre-K Innovator - \$5,000-\$9,999

- Company logo featured on uwfcpa.org
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Pre-K Leader - \$1,000-\$4,999

- Company logo on uwfcpa.org
- Recognition during the Annual Meeting
- Company name featured in the Annual Report

EARLY LEARNING SCHOLARSHIP

UWFC is in the process of launching an early learning scholarship program to expand on the EITC scholarship (but separate from the tax credits). This would support children younger than pre-K to enroll in quality child care centers while enabling their parents/guardians to work (child care is one of the top barriers to employment). Contact United Way to learn more and how you can support this desperately needed program.

STEPPING FORWARD WORKS



Stepping Forward Works is a comprehensive career pathway program for those facing barriers to gainful employment. The goal of the program is to move the chronically unemployed and under-employed into self-sufficiency while providing Franklin County businesses with highly qualified, reliable employees who are equipped with the necessary hard and soft skills.

Sponsors enable us to scholarship job training for these individuals as well as to build out the program to further address workforce development needs of our County.

Learn more about Stepping Forward Works at uwfcpa.org/sfw



Workforce Champion - \$15,000 and above

- Company logo featured on uwfcpa.org
- Company logo featured on program marketing materials
- Opportunity to schedule a check passing photo to be posted on social media
- Opportunity to present one Essential Skills course topic
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Pathway Program Pillar - \$10,000-\$14,999

- Company logo featured on uwfcpa.org
- Company name featured on program marketing materials
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Career Contributor - \$5,000-\$9,999

- Company name feature on uwfcpa.org
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Company name listed in the Annual Report



Scholarship Provider - \$1,000-\$4,999

- Company name listed on uwfcpa.org
- Recognition during the Annual Meeting
- Company name listed in the Annual Report



ALICE stands for Asset-Limited, Income Constrained, Employed. UWFC continues to partner with United Ways across the state to release reports which quantify and describe the number of households that are struggling financially. The ALICE Project raises awareness about a huge but hidden segment of our community that is struggling to afford basic necessities.

The success of our community is directly related to the financial stability of its members. Our goal is to bring local government, businesses and community together to find solutions for bridging the gap between poverty and sustainability.

Learn more about ALICE at uwfcpa.org/alice



Superhero Sponsor - \$10,000 and above

- Company logo featured on uwfcpa.org
- Company logo featured on ALICE marketing materials
- Opportunity to schedule a check passing photo to be posted on social media
- Opportunity to host an ALICE event
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



All Star Sponsor - \$5,000-\$9,999

- Company logo featured on uwfcpa.org
- Company name featured on ALICE marketing materials
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Company name featured in the Annual Report



Rock Star Sponsor - \$1,000-\$4,999

- Company name feature on uwfcpa.org
- Opportunity to schedule a check passing photo to be posted on social media
- Recognition during the Annual Meeting
- Company name listed in the Annual Report



Super Fan Sponsor - \$500-\$999

- Company name listed on uwfcpa.org
- Recognition during the Annual Meeting
- Company name listed in the Annual Report

UNITED WAY EVENTS

SUPPORT MEANINGFUL COMMUNITY EVENTS.

The following are annual United Way events with a purpose to serve our community and celebrate the achievements we've made together. These events connect neighbors to one another as we volunteer, donate, and advocate for the betterment of all.

CAMPAIGN KICK-OFF



Date: September 2024

Projected Attendance: 100

Celebrate the official kick-off to United Way's Annual Community Campaign. Something new and fun is in store each year, depending on the campaign theme and campaign leadership.

NOTE: Must submit form by **August 15, 2024** to guarantee logo/name on event materials



Presenting Sponsor - \$1,500 - One Available

- Logo featured on all event promotional materials including flyers, signs, etc.
- Logo featured prominently on the event webpage
- Logo featured on digital banner for eblasts about the event
- Company name mentioned in all media releases about the event
- Logo featured on day-of event materials (signage, program, presentation, etc.)
- Opportunity to participate in an interview to be posted on social media
- Opportunity to welcome guests during the program



Premier Sponsor – \$1,000

- Logo featured on event promotional materials
- Logo featured on the event webpage
- Logo included on day-of event materials as space allows (company name listed when logo doesn't fit)
- Company mentioned during event



Supporting Sponsor - \$500

- Logo listed on the event webpage
- Company name listed on day-of event materials
- Company mentioned during event

DAY OF CARING



Date: November 1, 2024

Projected Participation: 150

NOTE: Must submit form by October 1, 2024 to guarantee logo/name on event materials

The largest single-day volunteer effort in Franklin County! Join us for a day volunteering to complete much-needed service projects at local organizations. Sponsors help cover marketing costs, project supplies, and administrative time.



Presenting Sponsor - \$2,000 - *One Available*

- Logo featured prominently on all event promotional materials
- Logo featured prominently on the event webpage and on event signage
- Logo featured on digital banner for eblasts about the event
- Company name mentioned in all media releases about the event
- Opportunity to hand out one promotional item for event goodie bags
- Opportunity for employees to volunteer, with volunteer photos posted on United Way social media
- Opportunity to participate in an interview to be posted on social media



Premier Sponsor – \$1,000

- Logo featured on event promotional materials
- Company logo featured on the event webpage
- Logo featured on event signage
- Opportunity for employees to volunteer, with photos posted on social media



Supporting Sponsor - \$500

- Company logo listed on the event webpage
- Company name listed on event signage
- Opportunity for employees to volunteer, with photos posted on social media

ANNUAL MEETING



Date: January 2025

Projected Attendance: 80+

NOTE: Must submit form by December 15, 2024 to guarantee logo/name on event materials

Join in our Annual Meeting, a gathering of volunteers, donors, business leaders, and nonprofit leaders, as we celebrate the past year and look ahead at great things to come.



Presenting Sponsor - \$1,000 - *One Available*

- Logo featured prominently on all event promotional materials
- Logo featured prominently on the event webpage and on event signage
- Company name mentioned in all media releases about the event
- Logo featured in event program and presentation slides
- Opportunity to participate in an interview to be posted on social media
- Opportunity to welcome guests during the program



Meal Sponsor – \$750

- Logo featured on event promotional materials
- Company logo featured on the event webpage
- Logo featured in event program and presentation slides
- Exclusive signage with logo at the buffet table



Premier Sponsor - \$500

- Company name listed on the event webpage
- Company name listed on event promotional materials
- Company name listed in the event program and presentation slides

WINTER WARMTH DRIVE



Date: January 2025

Projected Reach: 2,500+

In the spirit of service inspired by Dr. Martin Luther King, Jr., UWFC hosts a basic needs drive beginning each year on MLK Day. The drive collects donations to help local shelter, food, and utilities assistance programs support neighbors throughout the winter.

NOTE: Must submit form by **December 15, 2024** to guarantee logo/name on event materials



Presenting Sponsor - \$3,000 - One Available

- Logo featured *exclusively* on donation boxes at each collection site
- Logo featured prominently on the event webpage
- Logo featured prominently on all event promotional materials
- Logo featured on banner outside UWFC office
- Company name mentioned in all media releases about the event
- Opportunity to participate in an interview to be posted on social media
- Opportunity for employees to volunteer, with photos posted on UWFC social media



Premier Sponsor – \$1,500

- Logo featured on flyers provided to each collection site
- Logo on event promotional materials as space allows (company name listed when logo doesn't fit)
- Logo on the event webpage
- Opportunity for employees to volunteer, with photos posted on UWFC social media



Supporting Sponsor - \$500

- Company name listed on flyers provided to each collection site
- Company name featured on the event webpage
- Company name listed on event promotional materials as space allows

LEARN & PLAY DAY



Date: May 2025

Projected Attendance: 500+

Learn and Play Day with United Way is a free family event including fun and educational kids' activities, games, information for families about early childhood development, educational providers, and resources for assistance. Sponsors help us provide this event FREE to community by covering event, marketing, and administrative costs.

**NOTE: Must submit form by
March 15, 2025 to guarantee
logo/name on event materials**



Presenting Sponsor - \$5,000 - One Available

- Logo featured on the event webpage
- Logo on all event promotional materials
- Company name mentioned in all media releases about the event
- Company logo on signage at one activity area and presented as that area's sponsor
- Logo on signage throughout the event
- Logo on event map to be handed out at the event
- Opportunity to participate in an interview to be posted on social media
- Opportunity to host a vendor booth with choice placement
- Opportunity to provide promotional gifts for attendees (for their "swag bags")



Education & Resources Sponsor – \$3,000 - One Available

- Logo featured on the event webpage
- Logo on all event promotional materials
- Company name mentioned in all media releases about the event
- Opportunity to host up to 5 vendor booths with choice placement
- Logo on signage at the event
- Logo on event map to be handed out at the event
- Opportunity to provide "swag bags" for attendees where they can place resource information from event

CONTINUED ON NEXT PAGE...

LEARN & PLAY DAY (CONTINUED)



Activity Sponsor - \$1,000 - *Limited Availability*

- Opportunity to be the exclusive activity sponsor for one of our activity areas (ex: Fun & Fit Area, Reading Corner, Scavenger Hunt, etc.)
- Company logo featured on the event webpage
- Company listed on event promotional materials
- Opportunity to host a vendor booth at the event
- Logo on signage at the event, including at your sponsored activity
- Company name listed prominently on event map to be handed out at the event



Premier Sponsor – \$500

- Company logo on the event webpage
- Company name listed on event promotional materials as space allows
- Vendor booth at the event
- Logo on signage at the event
- Company name listed on event map to be handed out at the event



Vendor Booth Sponsor – \$250

- Company name listed on the event webpage
- Vendor booth at the event
- Company name listed on sponsor sign and event map



DID YOU KNOW...

Learn & Play Day helps connect families to important local early learning providers and resources.

The event provides fun, FREE kids' activities while helping expectant parents, families with young children (age 0-8), grandparents, and caregivers understand the importance of the first 1,000 days in a child's life to their healthy brain development.

MAY OF CARING



Date: May 2025

Projected Participation: 200+ volunteers, 24+ nonprofits

Caring for our community by connecting volunteers to meaningful human service projects across Franklin County; a great way to connect employees or a group of friends, families, and neighbors to engage in giving back to our community. Sponsors help cover marketing costs, project supplies, and administrative time.

NOTE: Must submit form by **March 31, 2025** to guarantee logo/name on T-shirt and event materials



Presenting Sponsor - \$3,000 - One Available

- Logo featured prominently on all event promotional materials
- Logo featured prominently on the 2025 volunteer T-shirt
- Logo featured prominently on the event webpage
- Logo featured on digital banner for eblasts about the event
- Company name mentioned in all media releases about the event
- Opportunity to participate in an interview to be posted on social media
- Opportunity to provide promotional item for the volunteer goodie bags
- Opportunity for employees to volunteer, with photos posted on UWFC social media including company shout-out



Premier Sponsor – \$1,000

- Logo on event promotional materials as space allows (company name listed when logo doesn't fit)
- Company name featured on the event webpage
- Logo featured on the 2025 volunteer T-shirt
- Opportunity for employees to volunteer, with volunteer photos posted on United Way social media



Supporting Sponsor - \$500

- Company logo listed on the event webpage
- Company name listed on event promotional materials, as space allows
- Opportunity for employees to volunteer, with photos posted on social media

STUFF THE BUS



Date: July - August 2025

Projected Reach: 2,500+

The annual school supply drive directly impacts students, teachers, and classrooms at five Franklin County school districts as they head into the new school year. Sponsors enable us to cover printing and advertising costs to extend our promotional efforts and help support administrative time put into implementing this massive county-wide drive.

NOTE: Must submit form by **June 20, 2025** to guarantee logo/name on event materials



Presenting Sponsor - \$3,000 - One Available

- Logo featured *exclusively* on donation boxes at each collection site
- Logo featured on banner outside UWFC office
- Logo featured prominently on the event webpage
- Logo featured prominently on all event promotional materials
- Company name mentioned in all media releases about the event
- Opportunity to participate in an interview to be posted on social media
- Opportunity for employees to volunteer for the drive, with photos posted on UWFC social media and a company shout-out



School Bus Sponsor - \$1,500 - One Available

- Logo featured prominently on banner hanging on school buses used to collect
- Logo featured prominently on the event webpage
- Logo featured on all event promotional materials
- Opportunity for employees to volunteer, with photos posted on social media



Premier Sponsor – \$1,000

- Logo on event promotional materials as space allows (name listed if logo doesn't fit)
- Company name featured on the event webpage
- Opportunity for employees to volunteer, with photos posted on UWFC social media



Supporting Sponsor - \$500

- Company name featured on the event webpage
- Company name listed on event promotional materials as space allows

CORPORATE PARTNER FORM

2024 CAMPAIGN

The 2024 Community Campaign runs through April 30, 2025. Sponsorships secured before then will be recognized as benefitting the 2024 Campaign. Sponsorships from May 1 and on will be recognized toward the 2025 Campaign. For details about corporate recognition related to our campaign, visit uwfcpa.org/corporate-partners

Questions? Contact our
Community Engagement Officer:

Kelly Frazer

717-262-0015 ext. 202

kfrazer@uwfcpa.org

YOUR SPONSORSHIPS

Check the oval next to each sponsorship you plan to secure on the appropriate pages, then list the sponsor levels and amounts here:

_____	_____
_____	_____
_____	_____
_____	_____

Company Information

Company Name (as you want it to appear in listings) _____

Contact Name _____ Phone _____

Full Address _____

Email _____

Payment Information

Payment Type ☐ Check (*make payable to United Way of Franklin County*)

☐ Credit Card (pay online: visit uwfcpa.org and click "donate" in the top right corner)

☐ Send an Invoice via MAIL or EMAIL (*circle one*)

TOTAL Corporate Partner Contribution:

\$ _____

United Way of Franklin County is a 501(c)3 tax deductible organization. Please note: In the event of excess sponsor funds for an event/initiative within the campaign year, remaining dollars will be invested in event administrative costs or in the UWFC Community Impact Fund. This fund supports 25 local programs; view a list of our funded Program Partners at uwfcpa.org/program-partners.

Signature

I understand the submission of this form confirms commitment from the company above for this sponsorship.

Signature _____ Date _____

Return form to: United Way of Franklin County
182 S. 2nd St.
Chambersburg, PA 17201

Fax:
717-262-0018

Email:
kfrazer@uwfcpa.org