

2026 UNITED WAY SPONSORSHIPS

MAKE A DIFFERENCE. MAKE AN IMPACT.



182 S. 2nd St.
Chambersburg, PA 17201

uwfcpa.org



United Way
of Franklin County

UNITED WAY SPONSORSHIPS



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.

Sponsorship Advantages:

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.

Recognition:

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)

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.

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 - \$5,000 – One Available

- Company logo featured on book sticker and bookmark
- Opportunity to provide promotional give-away items for students
- Company name mentioned in all press releases about program
- Opportunity to participate in an interview to be posted on social media
- Company logo featured on uwfcpa.org, social media, banner outside UWFC office, and signage at participating locations
- Opportunity to schedule a check passing photo to be posted on social media
- Company logo featured on program flyer
- Company name featured in the Annual Prospectus and Annual Report

Reading Innovator - \$3,000

- Company logo featured on uwfcpa.org, social media, 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
- Company logo featured on program flyer
- Company name featured in the Annual Prospectus and Annual Report

Reading Leader - \$1,000

- Company logo on uwfcpa.org and social media
- Company name featured in the Annual Prospectus and Annual Report

Foundations and Grant Support

United We Read depends upon support through various foundations and grants. Foundation and grant support will be recognized as independent lists in the United Way Annual Prospectus and Annual Report. United Way also recognizes foundations and grant support through press releases following grant guidelines.

VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)



The **Volunteer Income Tax Assistance (VITA) Program** offers FREE federal, state, and local tax preparation services to low- to middle-income families in our community. While the VITA program is managed by IRS, the sites are operated by IRS partners, like United Way of Franklin County, and staffed by volunteers. In 2025, UWFC completed 218 returns and helped community members regain refunds totaling \$223,710. With your help, we can expand the scope of the VITA program and help more community members utilize this important service.

Impact Champion - \$5,000 – One Available

- Logo featured prominently on the 2026 VITA Volunteer T-shirt
- Company name mentioned in all press releases about program
- Opportunity to participate in an interview to be posted on social media
- Company logo featured on uwfcpa.org, social media, banner outside UWFC office, and signage
- Opportunity to schedule a check passing photo to be posted on social media
- Company logo featured on program flyer
- Company name featured in the Annual Prospectus and Annual Report

Stability Partner - \$3,000

- Logo featured on the 2026 VITA Volunteer T-shirt
- Company logo featured on uwfcpa.org, social media, and banner outside UWFC office
- Company logo featured on program flyer
- Company name featured in the Annual Prospectus and Annual Report

Access Advocate - \$1,000

- Company logo on uwfcpa.org and social media
- Company name featured in the Annual Prospectus and Annual Report

Hospitality Sponsor - \$500

- Company logo featured on Hospitality Area accessed by taxpayers

Resource Center Sponsor- \$500

- Company logo featured on Resource Center accessed by taxpayers

Foundations and Grant Support

The Volunteer Income Tax Assistance (VITA) Program depends upon support through various foundations and grants. Foundation and grant support will be recognized as independent lists in the United Way Annual Prospectus and Annual Report. United Way also recognizes foundations and grant support through press releases following grant guidelines.

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

Presenting Sponsor - \$10,000 – One Available

- Opportunity to present at Money Matters Workshop
- Opportunity to participate in an interview to be posted on social media
- Opportunity to provide promotional give-away items for students
- Company logo featured on uwfcpa.org and social media
- Company logo featured on program flyer
- Opportunity to schedule a check passing photo to be posted on social media
- Company name featured in the Annual Prospectus and Annual Report

Industry Specific Scholarships:

Manufacturing Scholarship Provider - \$6,500

Provides 1 participant with scholarship for Long Term Welding Instruction/ AWS SMAW "Stick", GMAW "MIG", and GTAW "TIG" Welding Certifications as well as wrap-around support to foster successful completion of the program and future employment.

- Opportunity to present certificate to program participant
- Company name listed on uwfcpa.org
- Company name featured in the Annual Prospectus and Annual Report

General Scholarship Provider - \$4,500

Provides scholarship funds to be used as needed for industry training as well as wrap-around support to foster successful completion of the program and future employment.

- Opportunity to present certificate to program participant
- Company name listed on uwfcpa.org
- Company name featured in the Annual Prospectus and Annual Report

STEPPING FORWARD WORKS

(CONTINUED)



Health Care Scholarship Provider - \$2,500

Provides 1 participant with scholarship for CNA Class Instruction/ State Board Exam as well as wrap-around support to foster successful completion of the program and future employment.

- Opportunity to present certificate to program participant
- Company name listed on uwfcpa.org
- Company name featured in the Annual Prospectus and Annual Report

Building and Construction Scholarship Provider - \$1,000

Provides 1 participant with scholarship for Refrigeration and A/C Basics Class Instruction/ HVAC EPA Certification as well as wrap-around support to foster successful completion of the program and future employment.

- Opportunity to present certificate to program participant
- Company name listed on uwfcpa.org
- Company name featured in the Annual Prospectus and Annual Report

Foundations and Grant Support

Stepping Forward Works depends upon support through various foundations and grants. Foundation and grant support will be recognized as independent lists in the United Way Annual Prospectus and Annual Report. United Way also recognizes foundations and grant support through press releases following grant guidelines.



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.



WINTER WARMTH DRIVE



Date: December 2025 - January 2026

Projected Reach: 2,500+

UWFC hosts a basic needs drive in the winter of each year. The drive collects donations to help local shelter, food, and utilities assistance programs support neighbors throughout the winter. Sponsors enable us to cover printing and advertising costs to extend our promotional efforts and help support the coordination of this massive county-wide drive.

Presenting Sponsor - \$3,000 - *One Available*

- Logo featured prominently on donation boxes at each collection site
- Logo featured on banner outside UWFC office and on signage at drop off site
- Logo featured prominently on the event webpage and eblasts
- Company name mentioned in all media releases about the event
- Opportunity to participate in an interview to be posted on social media

Premier Sponsor – \$1,500

- Logo on donation boxes
- Company name featured on the event webpage and eblasts

Supporting Sponsor - \$500

- Company name featured on the event webpage

ANNUAL MEETING



Date: January 2026

Projected Attendance: 80+

Join in our Annual Meeting, a breakfast 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*

- Company introduced at event welcome and opportunity to present opening remarks at event
- Logo featured prominently on event invitation and agenda
- Company name mentioned in all media releases about the event

Hospitality Sponsor – \$750

- Company name announced as hospitality sponsor at event
- Company logo featured on buffet table signage

Supporting Sponsor - \$500

- Company name listed as supporting sponsor at event

LEARN & PLAY DAY



Date: May 2026

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 and marketing costs to extend our promotional efforts and help support the coordination of this family event.

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 event signage
- 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
- Opportunity to provide promotional gifts for attendees (for their "swag bags")

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

- Logo featured on the event webpage
- Company name mentioned in all media releases about the event
- Logo on Education & Resources signage at the event
- Logo on event map to be handed out at the event
- Opportunity to host a vendor booth
- Opportunity to provide promotional gifts for attendees (for their "swag bags")

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LEARN & PLAY DAY

(CONTINUED)



Activity Sponsors

Reading Corner Sponsor - \$1,000 - One Available

- Company logo on signage at the event and featured exclusively on Reading Corner signage
- Company logo featured on the event webpage
- Company listed on event promotional materials
- Opportunity to host a vendor booth at the event
- Company name listed prominently on event map to be handed out at the event

Snack Shack Sponsor - \$1,000 - One Available

- Company logo on signage at the event and featured exclusively on Snack Shack signage
- Company logo featured on the event webpage
- Company listed on event promotional materials
- Opportunity to host a vendor booth at the event
- Company name listed prominently on event map to be handed out at the event

Scavenger Hunt Sponsor - \$1,000 - One Available

- Company logo on signage at the event and featured exclusively on Scavenger Hunt signage
- Company logo featured on the event webpage
- Company listed on event promotional materials
- Opportunity to host a vendor booth at the event
- Company name listed prominently on event map to be handed out at the event

Petting Zoo Sponsor - \$1,000 - One Available

- Company logo on signage at the event and featured exclusively on Petting Zoo signage
- Company logo featured on the event webpage
- Company listed on event promotional materials
- Opportunity to host a vendor booth at the event
- Company name listed prominently on event map to be handed out at the event

Bike Sponsor – \$500

- Logo on signage at the event, and featured exclusively on Bike Giveaway signage
- Company name listed on the event webpage

MAY OF CARING



Date: May 2026

Projected Participation: 200+ volunteers, 24+ nonprofits

Join us for May of Caring! Volunteer to complete much-needed service projects at local organizations. 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 support the coordination of this massive county-wide event.

Presenting Sponsor - \$3,000 - One Available

- Logo featured prominently on all event promotional materials
- Logo featured prominently on the 2026 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 2026 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

Day of Caring Update

Starting in 2026 companies may partner with UWFC to plan a Day of Caring on any mutual agreed upon weekday during the year. United Way of Franklin County is proud to help coordinate a Day of Caring tailored for your company and will be recognized on social media. Because this effort requires staff time and resources, we welcome and appreciate donations that allow us to continue making these opportunities possible.

STUFF THE BUS



Date: July - August 2026

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 the coordination of this massive county-wide drive.

Presenting Sponsor - \$3,000 - *One Available*

- Logo featured prominently on donation boxes at each collection site
- Logo featured on banner outside UWFC office and on signage at drop off site
- Logo featured prominently on the event webpage and eblasts
- Company name mentioned in all media releases about the event
- Opportunity to participate in an interview to be posted on social media

Premier Sponsor – \$1,500

- Logo on donation boxes
- Company name featured on the event webpage and eblasts

Supporting Sponsor - \$500

- Company name featured on the event webpage

CAMPAIGN KICK-OFF



More Information Coming Soon!

Date: October 2026

United Way of Franklin County's Campaign Kick-off Event is being reimagined! More information about the 2026 Campaign Kick-off will be available soon. Should you have any questions, please contact our Community Engagement Officer, Kelly Frazer, at 717-262-0015 ext. 202 or kfrazer@uwfcpa.org.

2026 CORPORATE PARTNER FORM

The 2025 Community Campaign runs through April 30, 2026. Sponsorships secured before then will be recognized as benefitting the 2025 Campaign. Sponsorships from May 1 and on will be recognized toward the 2026 Campaign. For details about corporate recognition related to our campaign, visit uwfcpa.org/corporate-partners

Questions? Please Contact:

Kelly Frazer

717-262-0015 ext. 202

kfrazer@uwfcpa.org

YOUR SPONSORSHIPS

Please list the sponsor levels and amounts for the sponsorship you plan to secure 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:

\$ _____

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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