

LIVE UNITED



United Way of King County

INVESTMENT OPPORTUNITY



Fuel Your Future...because who can learn on an empty stomach?

■ Helping youth win the battle for their future: United Way of King County is building a community where people have homes, students graduate and families are financially stable. Today nearly half of children attending public school in Washington State are from low-income families. That compares to a third of kids in 2000. These families are in a precarious state and as a result many of these children don't get enough to eat, or get food that isn't nutritious. One in five Washington kids is food-insecure, meaning they are regularly at risk of going hungry. Our Fuel your Future work aims to connect kids to nutritious food – during the school year and beyond. It includes two key components:

■ **Summer Food Invasion:** We know that summer time can put an added strain on low-income families whose kids receive free and reduced-price lunches during the school year. To help ease the burden – and bring nutritious options to families near their homes, we provide meals and fun learning activities at more than 120 sites throughout King County each summer. Leveraging untapped federal dollars in 2016 we made donor dollars go further and served more than 600,000 summer meals.

■ **Breakfast in Schools:** United Way launched the Breakfast Challenge in 2015 to make sure that no kid in our community struggles with hunger. The staff at each Fuel Your Future site— a pair of bright, enthusiastic AmeriCorps Members — make it easy and fun for families to find out what's available and make it easier to participate by breaking down barriers. They do this by meeting parents; presenting in classrooms; coordinating with teachers, school nurses and cafeteria staff; and getting out to places in the community. Nutrition and cooking education—playful in tone but serious in content, and with impacts that are rigorously evaluated—will be a constant. In school year 16-17 they served over 3,000 low income students and leverage millions in federal resources.

Recognition Benefits	Title \$25,000	Premier \$10,000	Contributing \$5,000
Opportunity for company rep to speak at breakfast kickoffs	✓		
Sponsor Fuel Your Future Team in a school	✓	✓	
Exclusive sponsor volunteer opportunities @ schools	✓	✓	
Significant day of exposure at Summer Field Day sites (June – August)	✓	✓	
Logo on outreach materials (banners, posters, marketing materials)	✓	✓	✓
Company name and logo on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓
Acknowledgement in United Way online communications, promotions and social media	✓	✓	✓
Opportunity for your organization to volunteer and be recognized at a Summer Food Invasion meal site	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at cbates@uwkc.org