



# Project LEAD

## Leadership, Effectiveness, and Diversity



### A CORPORATE PARTNERSHIP OPPORTUNITY

FALL 2024

## WHY PARTNER?

Too many people of color are left out of leadership roles. For over 30 years, United Way of King County’s Project LEAD has been working to change that.

**Project LEAD—Leadership, Effectiveness, and Diversity—is a four-week training program that successfully trains highly qualified people of color to serve as nonprofit board members and lead the way for change.**

It also actively matches these skilled graduates with nonprofit boards and committees and strengthens governance capacity of local nonprofits by bringing graduates’ expertise and perspectives to the table.

## BUILD AN EQUITABLE FUTURE!

Partnering with us on Project LEAD shows your commitment to building a more racially equitable future for our community while demonstrating your organization’s dedication to creating equal leadership opportunities. Investing in this program also offers ways for your company’s employees to build deeper connections to the local community and social causes they are passionate about.



## PARTNERSHIP LEVELS

| PARTNERSHIP BENEFITS  | ALL-HANDS<br>\$25,000 | CONTRIBUTING<br>\$10,000 | SUPPORTING<br>\$5,000 | ALLY<br>\$2,500 |
|---|-----------------------|--------------------------|-----------------------|-----------------|
| Verbal recognition at Project LEAD graduation ceremony  | ✓                     |                          |                       |                 |
| Company acknowledgement in United Way blog post highlighting the program  | ✓                     |                          |                       |                 |
| Guaranteed program spot for your associates of color<br><i>(Please note an application fee of \$200 per applicant still applies.)</i> | 2                     | 1                        |                       |                 |
| Company mentions on United Way’s social media platforms   | ✓                     | ✓                        |                       |                 |
| Company shoutout at Project LEAD kickoff meeting  | ✓                     | ✓                        |                       |                 |
| Company logo featured on graduation event signage   | ✓                     | ✓                        | ✓                     |                 |
| Company logo on Project LEAD graduation program   | ✓                     | ✓                        | ✓                     |                 |
| Company logo on all graduation email communications   | ✓                     | ✓                        | ✓                     | ✓               |
| Company logo on graduation Eventbrite registration page   | ✓                     | ✓                        | ✓                     | ✓               |
| Company logo featured on Project LEAD webpage and newsletters throughout the year   | ✓                     | ✓                        | ✓                     | ✓               |
| Sponsor recognition on United Way’s Hourglass podcast   | ✓                     | ✓                        | ✓                     | ✓               |
| Five tickets to Project LEAD graduation   | ✓                     | ✓                        | ✓                     | ✓               |

## IN-KIND SUPPORT

As a committed community member, consider offering in-kind space and catering sponsorship to host our Project LEAD participants to show your support.

## WANT TO LEARN MORE?

We’d love to talk more about customizing an experience that works for you. Please contact **Samantha Anderson** at [sanderson@uwkc.org](mailto:sanderson@uwkc.org) or **206.461.3715**.

GET MORE DETAILS

