

WHY US & WHY NOW?

Corporate Giving



Your corporate sponsorship of United Way of King County powers high-impact events and speaks volumes to your brand!

When we unite in collective giving, we amplify our dollars and impact so that 5,000 families get free nutritious groceries weekly, we work to extend access to affordable meals to 100 schools across King County, families stay housed, and we quickly mobilize flexible grants. Today, when food bank lines have increased by 30%, SNAP regulations have left over a million people trying to make ends meet, and eviction filings continue to rise to over 7,362 a year: we must move further, faster - to meet our neighbors' immediate needs!

Choosing to support United Way elevates your impact starting in King County, and growing to influence programmatic initiatives state-wide. Such as:



Ensuring elementary kids start their day with a healthy meal even after the bell rings.



Stopping inequitable practices of auditing and closing Black, Indigenous, and people of color led daycare centers.



Stressing the importance of rental assistance as a trusted house hold name!

Our Neighbor Fund can help us feed more of our neighbors and keep them in their homes today while we continue to advocate for a stronger tomorrow.

JOIN THE MOVEMENT.

EVENT:

UNITE THE TABLE

Amplify your impact and meet neighbors' critical needs.

We have partnered with Seattle's most-celebrated chefs, nominated for James Beard awards and Pacific Northwest excellence. Join us in their establishments for a night of fine dining, meeting the chef, and fundraising for our neighbor fund.

Support **over 100** local non-profits and assist **120,000** families a year with access to food, housing, and financial services within the United Way Worldwide network.

Reach **65k followers** and unique website users through United Way channels.

Align your brand with culinary excellence that puts their passions to work by supporting food access for all.

EVENT:

HAPPY HOUR & HELLOS

Connect with younger audiences.

Emerging Leaders 365 is United Way of King County's young professional group of nearly 8,000 individuals beginning their philanthropic journey. This group hosts multiple networking events a year at some of Seattle's most interesting venues, creating an unforgettable vibe and sense of belonging where 20% of attendees choose to get involved following an event.

Hold a young professional gathering at your venue and / or present in front of **100 -150** skilled young professionals who care about giving back.

Reach an audience of **over 8,000** young professionals.

Gain priority access to volunteering and networking events for your company's community resource groups.

EVENT:

CONVERSATIONS FOR CHANGE

Become a beacon of hope.

This is a virtual or in-person event that asks the hard questions while meeting people where they are in their understanding of the cycle of poverty. We engage major local and national influencers in discussion. Past events have featured Julie Wolfe from King 5 media, Shomari Jones from Bellevue School District, and Josephine Ensign, author of Skid Road.

Showcase your company's social responsibility next to influencers with the power to reach millions of people through their own platforms.

Sponsor an online lunch conversation around our society's most urgent challenges.

Reach up to **2,000** people across King County who are passionate about making a difference.

EVENT:

DR. MARTIN LUTHER KING JR. DAY

Take your brand to the streets.

Systemic issues cannot be solved in one day, and we have a long way to go. Each year on Dr. Martin Luther King Jr. Day we work directly with the MLK coalition to welcome 6,000 attendees and volunteers at historic Garfield High School to march and rally for a brighter future.

Stand up for equality with MLK day, which regularly garner media attention and photography across the country, reaching hundreds of thousands of views.

Take your brand to the streets with logo placement on MLK day.

Have a presence inside Garfield High School at the Rally and Community Resources Fair.

SPONSORSHIP LEVELS

	\$5,000-9,999	\$10,000-24,999	\$25,000-49,999	\$50,000-99,999	\$100,000+
PARTNERSHIP BENEFITS	BRONZE IMPACT SPONSOR	SILVER SUPPORTING SPONSOR	GOLD LEADING SPONSOR	PLATINUM BEACON SPONSOR	CHROME COMMUNITY SPONSOR
Webpage Presence	✓	✓	✓	✓	✓
Exclusive Access to Events	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓
Number of Event Recognition(s)	1	2	3	4	5
Digital Newsletter Sends	1	2	3	4	5
Virtual Event Recognition(s)		✓	✓	✓	✓
Podcast Opportunity			✓	✓	✓
Match Opportunity				✓	✓
Custom Volunteer at Work				✓	✓
Speaking Recognition				✓	✓
Flyer in Home Grocery Delivery			✓	✓	✓



Helping our neighbors thrive means creating a stronger, more connected community for everyone. **Each act of support has a ripple effect that benefits us all.**

Christopher Smith

According to a report by Forbes and Zenefits, **56%** of millennials and **47%** of Gen Z are more likely to support companies that **speak out against injustices.**