

# PROJECT LEAD

Leadership, Effectiveness  
and Diversity

## INVESTMENT OPPORTUNITY

### Project LEAD

■ **Background:** The mission of Project LEAD is to *increase the representation of people of color on nonprofit boards and in other positions of community leadership in King County*. Project LEAD (Leadership, Effectiveness and Diversity) is an in-depth, four-week training program which provides future volunteer leadership with the skills and tools to effectively guide a governance board in today's changing environment. The program utilizes the services of top professional trainers who volunteer their time. Project LEAD takes a step further to actively match these skilled volunteers with nonprofit boards and committees.

■ **Opportunity:** Project LEAD is an opportunity for people of color to further develop their leadership and management potential while serving the community. Over 61 percent of past graduates say they acquired leadership skills that translated into their professional lives. The program also strengthens the governance capacity of local nonprofit organizations by providing board members who are diverse, understand their responsibilities and possess the skills to lead an organization.

Sponsorship Benefit	Contributing \$10,000	Supporting \$5,000
An invitation for a company representative to be part of the Opening Reception and/or the Graduation Ceremony along with special acknowledgement.	✓	
Leadership training guaranteed spot for your associates of color.	2	1
Your company name and logo featured on all Project LEAD-related materials, online and hardcopy, including graduation program (over 130 attendees), monthly newsletter, participant manuals (over 95% of participants refer back to their manuals after graduation), and recruitment messaging to over 1,000 individuals, companies, and organizations.	✓	✓
The sponsor's name included in all Project LEAD media opportunities.	✓	✓
Your company logo on the Project Lead webpage (more than 175,000 unique website visitors annually).	✓	✓

Visit <https://www.uwkc.org/volunteer/project-lead/> to learn more about Project Lead.

For information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or [cbates@uwkc.org](mailto:cbates@uwkc.org).

United Way of King County is a 501(c)(3) nonprofit organization. The charitable contribution of this sponsorship is the total price less the fair market value.