

PROJECT LEAD

Leadership, Effectiveness
and Diversity

INVESTMENT OPPORTUNITY

Project LEAD

BACKGROUND

Too many people of color are left out of leadership roles. For more than 25 years, United Way has been working to change that. Project LEAD—Leadership, Effectiveness and Diversity—is an in-depth, four-week training program that provides participants 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.

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.

OPPORTUNITY

We must change who is at the table in order to achieve equity in our community. An investment in Project LEAD will allow us to work toward the goal of equity within our community; further strengthening the program and increasing the number of participants.

SPONSORSHIP BENEFIT	ALL-HANDS	CONTRIBUTING	SUPPORTING
	\$25,000	\$10,000	\$5,000
Special company acknowledgement at Project LEAD opening reception and/or graduation ceremony	✓		
Social media shoutouts	✓		
Guaranteed program spot for your associates of color	2	1	
Company logo featured on all Project LEAD materials	✓	✓	
Company logo or name featured on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓

For information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or aanderson@uwkc.org.

PROJECT LEAD

empowers people of color to take the first step toward board leadership. This program offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Create equity in our community by changing who is at the table.
- Further strengthen the program and increase the number of participants.

EMPLOYEE ENGAGEMENT

- Volunteer to mentor program participants and provide leadership & management navigation.

BRAND LIFT

- By sponsoring Project LEAD, you signal to the community that your company believes in the importance of fostering equity within King County.
- Co-brand marketing activities promoting Project LEAD and your sponsorship in your community or corporate footprint.



United Way of King County