

PROJECT LEAD

Leadership, Effectiveness
and Diversity

INVESTMENT OPPORTUNITY

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. 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.

PARTNERSHIP BENEFITS		ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Verbal recognition at Project LEAD virtual graduation ceremony		✓		
Company acknowledgement in United Way blog post highlighting the program		✓		
Company mentions on one of UWKC’s social media platforms		✓	✓	
Guaranteed program spot for your associates of color <i>(Please note an application fee of \$100 per applicant will be applied)</i>		2	1	
LOGO RECOGNITION ON	Project LEAD digital graduation program	✓	✓	✓
	All graduation email communications (including e-vite)	✓	✓	✓
	Graduation Eventbrite registration page	✓	✓	✓
	Program webpage throughout the year	✓	✓	✓

For information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or James Modie at 206-461-4515 or jmodie@uwkc.org.



COMMITTED TO A JUST RECOVERY