

FUEL YOUR FUTURE

Connecting kids to nutritious food.

INVESTMENT OPPORTUNITY

Fuel Your Future...because who can learn on an empty stomach?

BACKGROUND

More than 12% of King County students live in poverty. When families are forced to make choices between food on the table or keeping the lights on, kids often go without. Fuel Your Future levels the playing field by increasing access to healthy foods. Our work aims to connect kids to nutritious food—during the school year and beyond. It includes two key components:

SUMMER MEALS

We know that summer time can put an added strain on low-income families whose kids receive free and reduced-price lunches during the school year. To help ease the burden—and bring nutritious options to families near their homes—we provide meals and fun learning activities at more than 250 sites throughout King County each summer. Leveraging untapped federal dollars and a generous grant from *No Kid Hungry*, we make donor dollars go further. Since program inception, we have served over 600,000 free meals throughout the county.

BREAKFAST IN SCHOOLS

United Way launched the *Breakfast Challenge* in 2015 to make sure that no kid in our community struggles with hunger. Through this program United Way works to get kids in public schools easy access to school breakfast. Our team of AmeriCorps members help make it easy and fun for kids and families to learn out about healthy food choices as well as making it easier to participate by breaking down barriers. During the 16-17 school year, they served over 3,000 low-income students and leveraged millions in federal resources.

SPONSORSHIP BENEFITS	TITLE \$100,000	PREMIER \$25,000	ALL-HANDS \$10,000	CONTRIBUTING \$5,000
Opportunity for company rep to speak at breakfast kickoffs	✓			
Sponsor Fuel Your Future Team in a school	✓	✓		
Exclusive sponsor volunteer opportunities @ schools	✓	✓		
Significant day-of exposure at Summer Field Day sites (June–August)	✓	✓	✓	
Acknowledgement in United Way online communications, promotions and social media	✓	✓	✓	
Logo on outreach materials (banners, posters, marketing materials)	✓	✓	✓	✓
Opportunity for your organization to volunteer and be recognized at a Summer Meals site	✓	✓	✓	✓
Company name and logo on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or 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.



FUEL YOUR FUTURE aims to connect kids to nutritious food—during the school year and beyond. This program offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Provide the community with resources to serve more meals, increase awareness and open more sites throughout King County.
- Help alleviate poverty for 50,000 families in King County.
- The Social Innovation Fund will match your investment **dollar for dollar**.

EMPLOYEE ENGAGEMENT

- Volunteer at participating schools or summer meal sites.

BRAND LIFT

- By sponsoring Fuel Your Future, you signal to the community that your company is motivated in addressing and preventing childhood hunger in King County.
- Your company will receive significant recognition in advertising and outreach materials and will be highlighted at all school and summer meal sites.