



PROJECT LEAD

Leadership Effectiveness And Diversity

INVESTMENT OPPORTUNITY

FALL 2022

BACKGROUND

Too many Black, Indigenous and People of Color (BIPOC) are left out of leadership roles. For more than 31 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 graduates 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. By investing in Project LEAD, you will be working toward a better, more racially equitable future for our community and signaling to others that your organization is committed to supporting more equal leadership opportunities.

| PARTNERSHIP BENEFITS | ALL-HANDS \$25,000 | CONTRIBUTING \$10,000 | SUPPORTING \$5,000 | ALLY \$2,500 |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-----------------------|-----------------|
| Verbal recognition at Project LEAD graduation ceremony | ✓ | | | |
| Company acknowledgement in United Way blog post highlighting the program | ✓ | | | |
| Guaranteed program spot for your associates of color <i>(Please note an application fee of \$100 per applicant will be applied)</i> | 2 | 1 | | |
| Company mentions on one of UWKC's social media platforms | ✓ | ✓ | | |
| Company shoutout at Project LEAD kickoff meeting | ✓ | ✓ | | |
| Company logo featured on graduation event signage | ✓ | ✓ | ✓ | |
| Company logo on Project LEAD graduation program | ✓ | ✓ | ✓ | |
| Company logo on all graduation email communications | ✓ | ✓ | ✓ | ✓ |
| Company logo on graduation Eventbrite registration page | ✓ | ✓ | ✓ | ✓ |
| Company logo featured on Project LEAD webpage and newsletters throughout the year | ✓ | ✓ | ✓ | ✓ |

For more 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