

# 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	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	✓	
Guaranteed program spot for your associates of color	2	1
Your company name and logo featured on all Project LEAD-related materials, including graduation program, monthly newsletter, participant manuals, and recruitment messaging	✓	✓
Company name included in all Project LEAD media opportunities	✓	✓
Company name on <a href="http://www.uwkc.org">www.uwkc.org</a> (18,000 unique website visitors monthly)	✓	✓

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.



### 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.