

# RECONNECTING YOUTH

Helping young people get their education back on track.

## INVESTMENT OPPORTUNITY

### Reconnecting Youth

#### BACKGROUND

Today in King County there are 14,000 young people between the ages of 16 and 24 with no high school credentials and no viable job prospects. We know that these young people are overwhelmingly low-income; most are youth of color and many are English language learners. We also know that these young people are resilient. While they're looking for a chance to get reengaged, they bring the energy and tenacity necessary to get back on track.

Reconnecting Youth is a coordinated, community-wide approach to helping these young people complete their education and achieve viable career paths. The program operates in 15 sites around King County, allowing young people easy access to a reengagement program that works for them. Staff and partners provide some variation in style, fit and location, so that if one approach doesn't work, participants can try another. United Way has transformed a set of small underfunded youth programs into a comprehensive and interconnected system.

#### OPPORTUNITY

An investment in the Reconnecting Youth Program will allow us to further strengthen the reengagement system and increase capacity across King County. Our vision is that every young person in King County who wants to complete their education can easily access the program no matter where they live. With your help, we can reach our goal of engaging 50% of King County's disconnected youth by 2020.

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000
Company name and logo featured on press release	✓		
Company representative attend and speak at a Reconnecting Youth briefing on a mutually agreeable date	✓		
Company name or logo featured on all Reconnecting Youth advertising (print, broadcast and/or transit)	✓	✓	
Acknowledgement in United Way online communications, promotions and social media	✓	✓	✓
Company name or logo featured at signature event highlighting Reconnecting Youth program	✓	✓	✓
Company name on <a href="http://www.uwkc.org">www.uwkc.org</a> (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 [cbates@uwkc.org](mailto:cbates@uwkc.org) or 206.461.5020.

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.



#### RECONNECTING YOUTH is

a coordinated, community-wide approach to helping young people complete their education and achieve viable career paths. This program offers companies a wide range of partnership opportunities:

#### INVESTMENT IMPACT

- Provide support and assistance to 14,000+ young people between the ages of 16 and 24 who are without any high school credentials and no viable job prospects.
- Help build capacity across King County and bridge the gap from attaining high-school equivalency to earning college credits.

#### EMPLOYEE ENGAGEMENT

- Volunteer to mentor program participants and provide career navigation.
- Coach youth on soft skills, like applying to jobs and interviewing techniques.

#### BRAND LIFT

- By sponsoring Reconnecting Youth, you signal to the community that your company supports reengaging King County's disconnected youth.
- Co-brand marketing activities promoting Reconnecting Youth and your sponsorship in your community or corporate footprint.