



United Way of Central Florida



EDUCATION. HEALTH. INCOME. BASIC NEEDS. WE ARE UNITED IN PURPOSE.

CORPORATE SUPPORT GUIDE

2023-2024

Why United Way of Central Florida?

Your partnership helps address issues such as hunger, childhood literacy, financial stability, community health and other problems that contribute to low productivity and higher benefit costs. United Way specializes in amplifying your donations with local matches, convening partners to improve efficiency and brokering only the services that produce the best possible return on investment.

UWCF's funded services are vetted annually by over 150 local volunteers who evaluate each of them and make tough decisions to ensure donor dollars get the best results. These services must make measurable and sustainable change in the lives of the people they touch in order to continue receiving United Way funds.

What is a United Way of Central Florida 'Top Supporter'?

Top Supporters give \$15,000+ annually to United Way of Central Florida. Top Supporters receive special recognition and benefits depending on their level of support.

Top Supporter Benefits	\$500,000	\$100,000	\$60,000	\$30,000	\$15,000
Sponsor Provided Video to be shared at the Annual Celebration event	●				
Listed on UWCF monthly eNewsletter as Mission Sponsor	●				
Recognition as Mission Sponsor on all UWCF Event Materials	●				
Annual Appreciation Boxes: includes UWCF branded items for staff	●	●			
Four (4) Tickets to Signature Events	●	●			
Customized LGA Donor Recognition	●	●	●		
Quarterly Social Media Post	●	●	●		
"Community Partner" Window Cling	●	●	●	●	
Recognition on UWCF Marquee (Bartow HWY)	●	●	●	●	
Exclusive Employee Coordinator Luncheon	●	●	●	●	●
Exclusive Top Supporter CEO Luncheon	●	●	●	●	●
Exclusive Social Media Post	●	●	●	●	●
Listed as Top Supporter in UWCF Impact Report	●	●	●	●	●
Listed on uwcf.org Top Supporter Page	●	●	●	●	●

CORPORATE INVOLVEMENT AT UNITED WAY OF CENTRAL FLORIDA

Becoming a Top Supporter is as easy as 1, 2, 3, 4...

Your corporate support of United Way of Central Florida can be designated in multiple ways. As an organization, you have the choice of where and how we recognize your support.

UWCF Top Supporters are recognized at a cumulative giving level of \$15,000+.

Choose one of the following, all four or any combination. You get to choose how to engage and which options work for you:

1

Run a Workplace Campaign

Workplace campaigns are good for your company, your team and your community. When you choose to support United Way, you and your employees become a part of a larger community effort. Together, we do more than any one organization can alone.

Learn more on page 3.

2

Give a Corporate Gift

Give directly from your organization to our annual campaign. Your company's support is a visible sign that you are an active corporate citizen. United Way specializes in amplifying your donations with local matches, convening partners to improve efficiency and brokering only the services that produce the best possible return on investment.

Learn more on pages 4-5.

3

Sponsor Events

Annual events allow UWCF to recognize top supporters to new audiences. Sponsorships are available at several levels, so you can give within your budget and still gain recognition.

Learn more on pages 6-10.

4

Volunteer

There are several ways that individuals can volunteer their time with United Way of Central Florida; there are Leadership Giving Association committees, Community Investment Teams in the spring, Day of Caring service projects and food distributions throughout the year.

Learn more on page 11.

1 RUN A WORKPLACE CAMPAIGN

United Way engages all sectors in high-quality, cost-effective solutions that strengthen our community and workforce. Studies show that corporate giving and commitment to your community creates a reservoir of goodwill with community leaders, employees and customers.

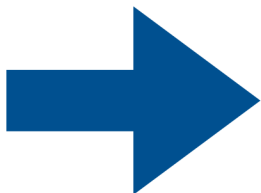
A workplace campaign gives employees the opportunity to unite toward a common goal. Employees and customers are proud to support a business that gives back and strengthens its community.



What does a Workplace Campaign look like?

United Way staff will schedule a presentation to your employees with your designated Employee Coordinator. We'll share all about United Way of Central Florida and leave marketing materials. Employees are encouraged to designate a gift through their paycheck or make a gift within specific dates. These gifts are totaled and are given under the umbrella of your organization.

Workplaces can also host an event with the proceeds benefitting United Way of Central Florida. These events also contribute towards their overall donation. Examples include the Judd Jog 5K, Sheriff's Haunted Jail Tour, private movie screenings and an adult skate night to name a few.



We're in. What's the next step?

Let us know you want to start a campaign! Contact Beth Hill at beth.hill@uwcf.org or by calling 863-648-1500 x291.

2

GIVE A CORPORATE GIFT

A corporate gift to United Way of Central Florida can be given at any amount for any initiative or be unrestricted in its purpose. While we generally encourage unrestricted gifts, a designated gift to an initiative will allow our community investment team to fund specific services which fall within that initiative and may be a great way to tie in a company-specific mission.

Ex: Publix and the End Hunger Initiative

What are the UWCF Initiatives?



Early Childhood Education

Research shows that children who enter school ready to learn are more likely to graduate high school on time. Statistically, students who graduate high school are more likely to find a job that pays a livable wage, live healthier lives, stay out of the judicial system and have children who also graduate high school on time. Through early childhood education partners and Success By 6 programs: The Carol Jenkins Barnett United Way Children's Resource Center, Master Teachers, Parent Lending Library and more, we are creating a world where every child has the opportunity to succeed.



Academic Achievement

School is full of obstacles. For some, the challenges of these formative years are too great to overcome alone and can lead students to make the unfortunate choice to drop out. That is why UWCF and partners are working every day to prevent that outcome through tutoring, mentoring and more.



Community Partnership School (Crystal Lake Elementary)

The community partnership school model is based on a strategy of forming a long-term partnership among four core partners: a school district, a university or college, a community-based nonprofit and a healthcare provider. This comprehensive model of a community school leverages the social and institutional capital of partners, making it possible for the school to offer resources and services that address the needs of the community. The Community Partnership School goals include school readiness; student academic success; physical; social and emotional health; and parent and community engagement.



Financial Stability

UWCF addresses the root cause of problems to build a better future for individuals and our community. Our partnership for free tax preparation helped 10% of tax prep clients begin permanent savings accounts with the goal to supplement retirement. We provide budgeting expertise and saving disciplines to help families build a better future, and we provide individuals with job-skills training for increased income. UWCF partners help families manage debt and improve their credit, placing individuals on a path to financial independence.



Health

When it comes to accessing health services, a person’s zip code should never be a deterrent to success, nor should it be a barrier to improved health. Yet for many, that’s a daily reality. By making it easier for individuals to access substance abuse programs, receive quality health care and access nutritious foods, we’re working to help everyone get—and stay—healthy.



George W. Jenkins End Hunger / End Hunger

We know that hunger is a pervasive problem across our community. Many families often have to choose between buying groceries or paying rent and the effects can be devastating – from poor health and malnourishment to impaired child development. By increasing access to healthy foods, 21 mobile food pantries are helping eliminate hunger for thousands of residents across Polk, Hardee and Highlands counties.



Basic Needs

When local residents—no matter their socioeconomic status—are devastated by natural disasters, acts of violence, mental health concerns, homelessness or grief, UWCF and partners provide critical services to help stabilize short-term crises.



Did you know corporate giving at \$1,000+ is recognized as a UWCF Leadership Giving Organization?

The organization contact will be invited to exclusive Leadership Giving Association events throughout the year.



Annual Bayou Bash, An LGA Appreciation Event



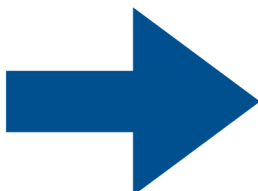
Tocqueville Society New Year Toast



Tocqueville Tuesday Financial Planning Lunch



Initiating a corporate match for a workplace campaign is a great way to give a corporate gift and incentivise employee giving, amplifying their (and your!) donor dollars.



We’re in. What’s the next step?

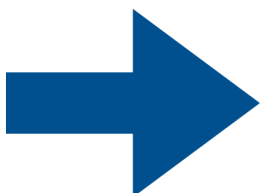
Let us know you want to give a corporate gift! Contact Beth Hill at beth.hill@uwcf.org or by calling 863-648-1500 x291.

3 SPONSOR AN EVENT

Event Sponsorship allows for more company recognition throughout the year with a variety of audiences. Different levels of sponsorship allow for listings on invitations, signage, web and complimentary tickets for paid events.

	YLS Holiday Dinner HC Bayou Bash Annual Celebration	Gents & Bourbon YLS Holiday Dinner Brunch in a Box HC Bayou Bash Annual Celebration	Gents & Bourbon YLS Holiday Dinner Brunch in a Box HC Bayou Bash Annual Celebration	Gents & Bourbon YLS Holiday Dinner Brunch in a Box HC Bayou Bash Annual Celebration	Gents & Bourbon Brunch in a Box HC Bayou Bash Annual Celebration	Gents & Bourbon Brunch in a Box
	\$5,000	\$2,500	\$1,500	\$750	\$500	\$250
Recognition Opportunities & Benefits*						
Exclusive to just one company	●					
Recognition on Event Materials	●	●	●			
Listed on Physical Invite	●					
Event Signage	●	●	●	●	●	
Recognition Online	●	●	●	●	●	●
Facebook Event Cover Image	●					
Social Media Event Posts	●	●				
UWCF Website	●	●	●	●		
Event Emails	●	●	●	●	●	●
Sponsor-Provided Video Shared by UWCF	●					
Verbal Recognition at Event	●	●	●	●	●	●
Tickets to Ticketed Events or Tables	●	●	●	●	●	●

*Each event may have additional promotional opportunities



We're in. What's the next step?

Let us know you want to sponsor an event! Contact Katherine Fitzwater at katherine.fitzwater@uwcf.org or by calling 863-648-1500 x243. More details about upcoming events are in the following pages.

UWCF EVENT: BRUNCH IN A BOX FUNDRAISER | FEBRUARY 10

About Brunch in a Box

Average Attendance
100+

Location
Pickup in Lakeland

Invitation List
Email 1,100+

Length of Event
2 Hours

Media Coverage
Listed on community event calendars, opportunity to have printed materials with Brunch Boxes.

Funding Designation
Success By 6

Recognition Opportunities & Benefits*	\$2,500	\$1,500	\$750	\$500	\$250
Recognition on Event Materials	●	●			
Event Signage	●	●	●		
Recognition Online	●	●	●	●	●
Social Media Event Posts	●				
UWCF Website	●	●	●	●	●
Event Emails	●	●	●	●	
Option to place printed material in Boxes	●				
Option to have UWCF share a 1-2 min video in email or social media	●				
Brunch Boxes (Serves 2-4)	6	4	2	1	1



Interested in sponsoring this event? Contact your UWCF Rep or scan the QR code below.



Images from 2022 Brunch in a Box Event.

UWCF EVENT: HIGHLANDS COUNTY BAYOU BASH | FEBRUARY 29

About Bayou Bash

Average Attendance
100+

Location
Rafter T Ranch, Sebring

Invitation List
Email 1,100+

Length of Event
3 Hours

Media Coverage
Listed on community event calendars, press release, photography coverage

Funding Designation
Highlands County Services

Recognition Opportunities & Benefits*	\$5,000	\$2,500	\$1,500	\$750
Exclusive to just one company	●			
Recognition on Event Materials	●	●		
Listed on Physical Invite	●			
Event Signage	●	●	●	●
Recognition Online	●	●	●	●
Facebook Event Cover Image	●			
Social Media Event Posts	●	●		
UWCF Website	●	●	●	●
Event Emails	●	●	●	●
Sponsor-Provided Video Shared by UWCF	●			
Verbal Recognition at Event	●	●	●	●
Tickets to Event	12	8	4	2



Interested in sponsoring this event? Contact your UWCF Rep or scan the QR code below.



Images from 2020 Bayou Bash Event.

UWCF EVENT: ANNUAL CELEBRATION | MAY 23

About Annual Celebration

Average Attendance
300+

Location
Polk Theatre, Lakeland

Invitation List
Print 2,200+,
Email 36,000+

Length of Event
2.5 Hours

Media Coverage
Listed on community event
calendars, professional
photographer, press
release.

Recognition Opportunities & Benefits*	\$5,000	\$2,500	\$1,500	\$750
Exclusive to just one company	●			
Recognition on Event Materials	●	●	●	
Listed on Physical Invite	●	●		
Event Signage	●	●	●	●
Recognition Online	●	●	●	●
Facebook Event Cover Image	●			
Social Media Event Posts	●	●		
UWCF Website	●	●	●	●
Event Emails	●	●	●	●
Sponsor-Provided Video Shared by UWCF	●			
Verbal Recognition at Event	●	●	●	●
Tickets to Event	20	15	12	8



Interested in sponsoring this event? Contact your UWCF Rep or scan the QR code below.



Images from 2023 Annual Celebration at Polk State College

4

VOLUNTEER

A great way to invest in our community is to give of your time. There are several ways that individuals can volunteer their time with United Way of Central Florida.



What volunteer opportunities are available?

Healthy Food Pantries

Food Distribution Sites around Polk, Hardee and Highlands counties on a variety of days and locations.

Day of Caring Service Projects

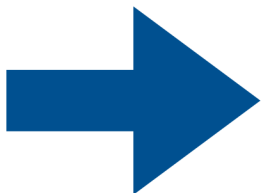
Service projects are planned throughout the year for individuals or groups helping with a variety of activities benefitting UWCF partner agencies.

Leadership Giving Association (LGA) Committees

For individuals giving on an LGA level, they can volunteer on different committees within Women United, Young Leaders Society or Alexis de Tocqueville. These committees help plan events, recruit members, and facilitate service projects.

Community Investment Teams

These volunteers work together to evaluate funding requests each spring. Teams participate in site visits, study applications and assess the effectiveness of services before recommending funding allocations. Community Investment Teams meet once a month from March through June.



We're in. What's the next step?

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UWCF Calendar of Events

United Way of Central Florida operates on a fiscal year calendar.



*Additional Leadership Giving Association and volunteer opportunities are scheduled throughout the year.

OUR MISSION PARTNERS:



United Way of Central Florida