

CORPORATE SUPPORT GUIDE

2024-2025



Leading the way for Education, Health, Financial Stability & Basic Needs

Why United Way of Central Florida?

Your partnership helps address issues such as 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 the programs 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 serve 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 |
|--|-----------|-----------|----------|----------|----------|
| Listed on UWCF monthly eNewsletter as Mission Partner | ● | | | | |
| Recognition as Mission Partner on all UWCF Event Materials | ● | | | | |
| Premium Recognition in Annual Report | ● | | | | |
| Customized 'Thank You' Partner Sign | ● | ● | | | |
| Annual Appreciation Box | ● | ● | | | |
| Tickets to Annual Celebration | ● | ● | | | |
| Blog Article on uwcf.org | ● | ● | ● | | |
| Quarterly Social Media Post | ● | ● | ● | | |
| 'Community Partner' Window Cling | ● | ● | ● | ● | |
| Recognition on UWCF Marquee (Bartow HWY) | ● | ● | ● | ● | ● |
| Exclusive Campaign Celebration Breakfast | ● | ● | ● | ● | ● |
| Exclusive Top Supporter Appreciation Luncheon | ● | ● | ● | ● | ● |
| Annual Social Media Post | ● | ● | ● | ● | ● |
| Listed as Top Supporter in UWCF Impact Report | ● | ● | ● | ● | ● |
| Listed on uwcf.org Top Supporter Page | ● | ● | ● | ● | ● |
| Top Supporter Listing in Campaign Materials | ● | ● | ● | ● | ● |

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 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 introduce 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; these opportunities include ReadingPals, Leadership Committees, Community Investment Teams, Day of Caring service projects and food distributions.

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.

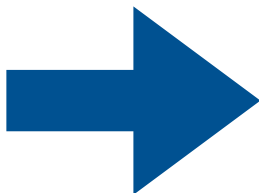
A workplace campaign gives employees the opportunity to unite toward a common goal. Employees and customers are proud to support a business that gives back and strengthens its community.



What does a workplace campaign look like?

United Way staff will schedule a presentation for your employees with your designated Employee Coordinator. We'll share about United Way of Central Florida and leave marketing materials. Employees are encouraged to allot 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, bake sales, 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 Jordan Levine at jordan.levine@uwcf.org or by calling 863-648-1500 ext 276.

2

GIVE A CORPORATE GIFT

A corporate gift to United Way of Central Florida can be given in any amount for an initiative or be unrestrictive in its purpose. While we generally encourage unrestricted gifts, a designated gift to an initiative will still 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.

What are the UWCF focus areas?



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 have a higher chance 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. UWCF and partners are also working every day to promote academic achievement through tutoring, mentoring and more. *Specific initiatives include Early Childhood Education and Academic Achievement.*



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.



Financial Stability

United Way addresses a common barrier to building a better future for individuals and our community. Through our partnership providing free tax preparation, 10% of tax prep clients began permanent savings accounts with the goal of supplementing their retirement. UWCF offers budgeting expertise, saving disciplines, and job-skills training to increase income and help families build a better future. Our partners assist families in managing debt and improving their credit, placing individuals on a path to financial independence.



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 Gift?

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



Annual Bayou Bash, An LGA Appreciation Event



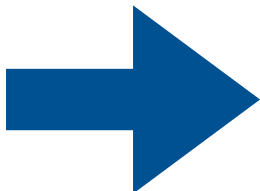
Tocqueville Society New Year Toast



Young Leaders Society Poolside Party



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?

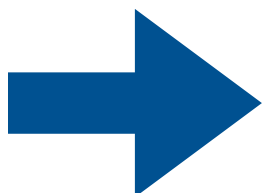
Let us know you want to give a corporate gift! Contact Jordan Levine at jordan.levine@uwcf.org or by calling 863-648-1500 ext 276.

3 SPONSOR AN EVENT

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

| | YLS Holiday Event HC Bayou Bash Annual Celebration | YLS Holiday Event Brunch in a Box HC Bayou Bash Annual Celebration | YLS Holiday Event Brunch in a Box HC Bayou Bash Annual Celebration | Brunch in a Box HC Bayou Bash Annual Celebration | Brunch in a Box | Brunch in a Box |
|--|--|---|---|--|-----------------|-----------------|
| | \$5,000 | \$2,500 | \$1,500 | \$750 | \$500 | \$250 |
| Recognition Opportunities & Benefits* | | | | | | |
| Exclusive to just one company | ● | | | | | |
| Listed on Physical Invite | ● | | | | | |
| Facebook Event Cover Image | ● | | | | | |
| Social Media Event Posts | ● | ● | | | | |
| Recognition on Event Materials | ● | ● | ● | | | |
| Event Signage | ● | ● | ● | ● | | |
| Recognition Online | ● | ● | ● | ● | ● | |
| UWCF Website | ● | ● | ● | ● | ● | ● |
| Event Emails | ● | ● | ● | ● | ● | ● |
| 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 your Resource Development Manager. More details about upcoming events are in the following pages.

YOUNG LEADERS SOCIETY HOLIDAY EVENT | DECEMBER 19, 2024

About the Holiday Event

Average Attendance
100+

Location
Lakeland

Invitation List
350 (Print & Email)

Length of Event
4 Hours

Media Coverage
Listed on community event calendars, professional photographer.

| Recognition Opportunities & Benefits* | \$5,000 | \$2,500 | \$1,500 |
|---------------------------------------|---------|---------|---------|
| Exclusive to just one company | ● | | |
| Listed on Physical Invite | ● | | |
| Facebook Event Cover Image | ● | | |
| Social Media Event Posts | ● | ● | |
| Recognition on Event Materials | ● | ● | ● |
| Event Signage | ● | ● | ● |
| Recognition Online | ● | ● | ● |
| UWCF Website | ● | ● | ● |
| Event Emails | ● | ● | ● |
| Verbal Recognition at Event | ● | ● | ● |
| Tickets to Event | 16 | 8 | 8 |



Interested in sponsoring this event? Contact your UWCF Rep!

Images from 2023 Holiday Dinner Event at the Lakeland Country Club

BRUNCH IN A BOX FUNDRAISER | FEBRUARY 8, 2025

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* | \$3,000 | \$1,500 | \$750 | \$500 | \$250 |
|---|---------|---------|-------|-------|-------|
| Option to place printed material in Boxes | ● | | | | |
| Social Media Event Posts | ● | | | | |
| Recognition on Event Materials | ● | ● | | | |
| Event Signage | ● | ● | ● | | |
| Event Emails | ● | ● | ● | ● | |
| Recognition Online | ● | ● | ● | ● | ● |
| UWCF Website | ● | ● | ● | ● | ● |
| Brunch Boxes (Serves 2-4) | 5 | 3 | 2 | 1 | 1 |



Interested in sponsoring this event? Contact your UWCF Rep!

Images from 2024 Brunch in a Box Event

HIGHLANDS COUNTY BAYOU BASH | FEBRUARY 27, 2025

About Bayou Bash

Average Attendance
100+

Location
TBD

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 | ● | | | |
| Listed on Physical Invite | ● | | | |
| Facebook Event Cover Image | ● | | | |
| Recognition on Event Materials | ● | ● | | |
| Social Media Event Posts | ● | ● | | |
| Event Signage | ● | ● | ● | ● |
| Recognition Online | ● | ● | ● | ● |
| UWCF Website | ● | ● | ● | ● |
| Event Emails | ● | ● | ● | ● |
| Verbal Recognition at Event | ● | ● | ● | ● |
| Tickets to Event | 10 | 8 | 6 | 4 |



Interested in sponsoring this event? Contact your UWCF Rep!

Images from 2024 Highlands County Bayou Bash

POLK BAYOU BASH | MARCH 6, 2025

About Bayou Bash

Average Attendance
300+

Location
White Horse Ranch

Invitation List
Print 1,000+
Email 1,000+

Length of Event
2 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 | ● | | | |
| Facebook Event Cover Image | ● | | | |
| Listed on Physical Invite | ● | ● | | |
| Social Media Posts | ● | ● | | |
| Recognition on Event Materials | ● | ● | ● | |
| Event Signage | ● | ● | ● | ● |
| Recognition Online | ● | ● | ● | ● |
| UWCF Website | ● | ● | ● | ● |
| Event Emails | ● | ● | ● | ● |
| Verbal Recognition at Event | ● | ● | ● | ● |



Interested in sponsoring this event? Contact your UWCF Rep!

Images from 2024 Bayou Bash at Bonnet Springs Park

ANNUAL CELEBRATION | MAY 13, 2025

About Annual Celebration

Average Attendance
300+

Location
Bonnet Springs Park
Event Center

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 | ● | | | |
| Facebook Event Cover Image | ● | | | |
| Listed on Physical Invite | ● | ● | | |
| Social Media Posts | ● | ● | | |
| Recognition on Event Materials | ● | ● | ● | |
| Event Signage | ● | ● | ● | ● |
| Recognition Online | ● | ● | ● | ● |
| UWCF Website | ● | ● | ● | ● |
| Event Emails | ● | ● | ● | ● |
| Verbal Recognition at Event | ● | ● | ● | ● |
| Tickets to Event | 10 | 8 | 6 | 4 |



Interested in
sponsoring this
event? Contact
your UWCF Rep!

Images from 2024 Annual Celebration at the Polk Theatre

4

VOLUNTEER

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



What volunteer opportunities are available?

ReadingPals

ReadingPals is a program managed by United Way of Central Florida that partners with Polk County Public Schools to match reading mentors with four kindergarten students for an hour, once a week. Training is provided and school location is based on your preference.

Healthy Food Pantries

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

Day of Caring Service Projects

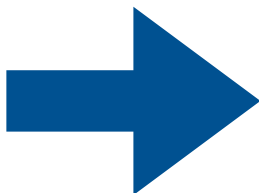
Annual service projects allow for your company to connect with our partner agencies to help them with a variety of activities. Projects can even be brought to your company, to be completed on site.

Leadership Giving Association (LGA) Committees

Individuals giving at the LGA level can volunteer on various 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. Teams participate in site visits, study applications and assess the effectiveness of services before recommending funding allocations. Community Investment Teams meet once a month for 3-4 months.



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

Let us know you want to volunteer! Contact Jordan LeVine at jordan.levine@uwcf.org or by calling 863-648-1500 ext 276.

UWCF Calendar of Events

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

● May - Aug 16 | “Pacesetter” Season for 2024-2025 Fiscal Year

Aug 23 | Campaign Celebration Breakfast

August 26 | 2024-2025 Annual Fundraising Campaign Begins

Aug - Dec | Typical Workplace Campaign Season

Sept 24 | Top Supporter Appreciation Lunch

Dec 19 | YLS Holiday Event

Dec 31 | End of Calendar (Tax) Year Giving / 2023-2024 Pledges Due

Feb 8 | Brunch in a Box Event

Feb 27 | Highlands County Bayou Bash

April 30 | End of 2024-2025 Campaign

May 13 | Annual Celebration Event

June 30 | End of Fiscal Year

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

OUR MISSION PARTNERS



United Way of Central Florida