



CORPORATE INVESTMENT OPPORTUNITIES

2021

INVEST IN US

When you partner with United Way of the Mid-South, you create opportunities to engage your employees more deeply in their communities. You activate the process of permanent, positive change. And you connect your brand to a unique, trusted nonprofit that's enlisting thousands to change the world.

As the largest public, charitable nonprofit foundation in our area, United Way of the Mid-South offers regional reach, local expertise and cross-sector in our area leadership. We can do more together than anyone of us can do alone, and your employees will agree...

<https://www.uwmidsouth.org/give>



51%

won't work for a company that doesn't have strong social and environmental commitments.

74%

say their job is more fulfilling when they are provided opportunities to make a positive impact at work.

93%

want to work for a company that cares about them as an individual.

<https://www.unitedway.org/our-partners>

ABOUT US

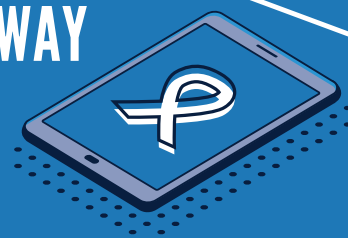
UWMS is a convener of funders, fighters, and followers who join us in our pursuit to break the cycle of generational poverty for our most vulnerable neighbors, for all. To achieve this, we feel required to act with a sense of urgency; leading the charge for economic justice, providing financial support to non-profit agencies in our community, and driving the dreams of individuals and families throughout the Mid-South.

WAYS TO GIVE

There's no one-size-fits-all approach to donating. Our donors come from a variety of backgrounds and contribute to United Way through a range of methods. All of these donations, whether from workplace campaigns, corporate gifts, foundations, community leaders or individuals, combine to make it possible to implement impactful change for our community and for those seeking to move from poverty to a life of economic advancement and opportunity.



CORPORATE FINANCIAL SUPPORT FOR UNITED WAY



Right now in the Mid-South, thousands of our neighbors need help. Your company can join the effort by investing in the following ways:

WORKPLACE CAMPAIGN

United Way raises money to help move individuals and families from poverty to a life of economic advancement and opportunity. The majority of those funds are raised through workplace campaigns, with more than 125 companies in over 400 locations participating. If you'd like to join this critical movement by introducing a workplace campaign to your company, contact **Al Edwards** at 901-433-4325.

CORPORATE DONATION

When you invest in United Way, you create a win-win partnership that benefits your company, United Way, and the Mid-South. You help improve communities where your employees and customers live and work. Many of the companies which host a workplace campaign also contribute a corporate gift or a matching donation toward the campaign.

Studies show that a company's commitment to community service is a key differentiator in the mind of customers. For more information about making a corporate gift on behalf of your company, contact **Al Edwards** at 901-433-4325.

EVENT SPONSORSHIP

A corporate sponsorship helps United Way underwrite how we thank, recognize, and educate donors without incurring additional expense. Corporate sponsorship illustrates your organization's commitment to the community through United Way.

When you sponsor United Way, you have the opportunity to enhance your company's philanthropic image and visibility in the community and support investments that help solve our community's most pressing needs.

OTHER WAYS TO ENGAGE WITH UNITED WAY

CORPORATE ENGAGEMENT/ VOLUNTEERISM

Volunteering through the workplace benefits employees, corporations, and the community at large. Employees have the opportunity to put their skills and passion into action, companies demonstrate their corporate citizenship, and people's lives are improved. We all win when a child succeeds in school, when a family becomes financially stable, and when people have good health. Contact **Letitia Robertson** at volunteer@uwmidsouth.org for more information on these opportunities.

IN-KIND

The donations United Way receives play an important role in our many efforts to positively impact the lives of people throughout the Mid-South. Products, services and/or gift certificates donated by your business are most appreciated. Your tax deductible donation will add to the success of the campaign and will be used as incentives and/or rewards for donors who contribute to United Way. Your support allows us to thank the many people who contribute to our efforts.



WORKPLACE CAMPAIGN

Every year, thousands of employees get involved in workplace giving campaigns to support United Way of the Mid-South's solutions that advance individuals and families from poverty to a life filled with opportunity.

Interested in running a United Way Workplace Campaign? Here are the shared values...

BOOST EMPLOYEE MORALE	ENERGIZE YOUR TEAM	SUPPORT FUNDED PROGRAMS	BE A PART OF OVER- ARCHING POVERTY WORK	BUILD YOUR COMPANY'S BRAND	INCREASE COMMUNITY INVOLVEMENT	TRANSFORM LOCAL COMMUNITIES
-----------------------------	-----------------------	-------------------------------	---	----------------------------------	--------------------------------------	-----------------------------------

United Way's workplace campaign unites employees in all offices or branches of a company and offers them an opportunity to give, advocate, volunteer, and engage with causes that personally matter. You can see the results in your own backyard, even as you support a larger mission to effect change throughout the Mid-South.






































Companies are working harder than ever to combat poverty in our community. These workplace campaigns, which encourage employees to donate to United Way, are made possible through efforts of on-site representatives – Employee Engagement Champions - who rally their colleagues to join us in moving people from where they are to where they dream to be. Over 23,000 donors in the Mid-South participate in United Way's annual workplace campaigns, making a critical and invaluable investment in our community.

For more information about workplace campaigns, contact **Al Edwards** at 901-433-4325.



BENEFITS OF WORKPLACE CAMPAIGN AND CORPORATE DONATIONS

United Way's community impact strategy focuses on advancing people from where they are to where they dream to be. We work with nonprofit partners to go beyond temporary fixes and single-issue solutions to offer significant returns on your social investment. These benefits also elevate your brand within your company and your target market by demonstrating your alliance with the trusted United Way brand.

UNITED WAY OF THE MID-SOUTH BENEFITS		SUPPORT OF COMMUNITY IMPACT FUND			
		\$50 - 99,999K	\$100-250K	\$250-500K	> \$500K
EDUCATION					
Annual Poverty Simulation				5 seats	10 seats
Volunteer Best Practices Training Session					
ENGAGEMENT					
Customized Group Projects				Up to 2/year	Up to 3/year
Blue Tote Bag Initiative Projects					
Skill-Based Volunteering		For a fee	For a fee	For a fee	For a fee
Volunteer United					
On-Site Volunteer Training					
Company/Org. Volunteer Page Management					
LEADERSHIP DEVELOPMENT					
Employee Engagement Champion (EEC)					
Affinity Group/ERG/BRG Connections					
UWMS Campaign Cabinet membership					
RECOGNITION & PARTNERSHIP OPPORTUNITIES					
First right of refusal to title sponsorship opportunities on signature events					
Ability to host pre-receptions for special events					
Tickets to Advance Purchase Events					
Co-Branded Retractable Banners		Additional Fee	Additional Fee		
United Way of the Mid-South Vinyl "Thank You" Banners		Additional Fee	Additional Fee		
ONE-STOP PHILANTHROPY CAMPAIGN					
Campaign Materials		Access to online Toolkit	Access to online Toolkit	Customizable Templates	Customizable Templates
Mobile Cause Customization		Additional Fee	Additional Fee		
Full E-Pledge Customization		Additional Fee	Additional Fee		
Electronic Pledge Forms and Reporting		Additional Fee	Additional Fee		


















































BENEFITS OF EVENT SPONSORSHIP

United Way of the Mid-South can provide you with the opportunity to enhance your company's philanthropic image and visibility in the community and to support investments that help solve our community's most pressing needs.

A SPONSORSHIP WITH UNITED WAY PROVIDES YOUR COMPANY WITH:

- Visibility as a strong community supporter with exposure to tens of thousands of donors and supporters.
- Year-round co-branding with the #1 non-profit in the world.
- An excellent use of your marketing dollars. Your sponsorship is a single gift, beyond the corporate donation made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to enhance the lives of Mid-Southerners.

United Way brings together thousands of volunteers, board members, staff, corporations and community partners each year for learning, sharing, advocacy and inspiration. Each sponsorship package provides unique opportunities for companies to customize their level of support based on their business and branding needs.

UNITED WAY OF THE MID-SOUTH BENEFITS	EVENT SPONSORSHIP LEVELS				
	\$25K+	\$15K	\$10K	\$5K	\$1500
Title sponsor					
Presenting sponsor					
Opportunity for company representative to serve on event planning committee (if applicable)					
Opportunity to speak during the event					
Company logo and ad placement on advertising materials (if applicable)					
Corporate materials/giveaways at the event (if applicable)					
Company logo included on screen presentation throughout the event					
Mention in press release					
Opportunity for reserved seating					
Sponsor mention from stage					
Company logo with link on United Way of the Mid-South's website					
Company logo on event materials – including invitation, signage, banners, and event page					
Tickets to the event					

*All benefits dependent upon availability upon receipt of sponsorship payment.

OTHER WAYS TO ENGAGE WITH UNITED WAY

DONATE A GIFT IN-KIND

In-kind donations are a unique approach to charitable giving which consists of donating goods and providing services, rather than cash.

CAMPAIGN REPRESENTATIVES

During our busy resource development season, United Way keeps its overhead low and is able to achieve great results through people and organizations helping in our Campaign Representative Program.

Campaign representatives serve the Mid-South as essential leaders in United Way's work to fund programs which support a cause: advancing individuals and families from poverty to prosperity.

Participants will engage in the community through group volunteer projects, tours of partner organizations, meetings and by speaking with various audiences about the work of United Way.

The program emphasizes networking and mentorship through a variety of meaningful experiences to educate and inspire your Campaign Representative. From building relationships with key corporate contacts and making presentations to different audiences, participants will expand their professional networks and gain skills to help them advance in their careers.

<https://www.uwmidsouth.org/campaign-toolkit/>

CONNECT WITH UNITED WAY

We partner with you to create the perfect investment opportunity.

Contact us to create your customized investment opportunity.

We look forward to working with you to meet your corporate goals. Whether you are interested in corporate social responsibility, local visibility, or community well-being, our team is ready to assist in creating the perfect opportunity to fit your goals and budget.



The 2021 Investment period runs from January 1, 2021 through December 31, 2021. Funds received through individual donations and workplace campaigns can not be applied to sponsorship opportunities. For questions regarding these Investment Opportunities, contact Priority Partners Director **Al Edwards** at albert.edwards@uwmidsouth.org.



UWMIDSOUTH.ORG

1005 Tillman Street, Memphis, TN 38112
901-433-4300