

2018

UNITED WAY

YEAR OF CARING

Since 1992, **volunteers** from area workplaces have **shared their time and talents** by engaging in one-time projects at various community locations such as schools and parks in central and northeastern Connecticut. Volunteers **bond and improve employee morale**, while improving on our community's greatest challenges and involving your employees in making a difference. Customized projects are available to help **achieve your workplace's community goals**.



United Way's *Year of Caring* projects offer many opportunities to make a difference in the communities where you live and work. Projects focus on helping children and youth succeed, ensuring families become more financially secure and providing access to basic needs, such as food and shelter.

- **Reading** with and engaging children in educational activities;
- Preparing, sorting and **servicing meals** at local shelters;
- Assisting with **community cleanup** projects at schools and parks; and,
- **Making 'interview success kits'** at local workplaces for people in job training programs.



United Way of Central and Northeastern Connecticut

# WORKPLACE BENEFITS

United Way Year of Caring projects **connect people and workplaces** from all over the region that care about creating opportunities for children and families to succeed in school, work and life.

- **Enhance your profile** while improving on our community's greatest challenges
- **Engage employee volunteers** in full- or half-day projects that make a difference in our community
- **Achieve your workplace's community goals** by *customizing* your projects
- **Bond and improve employee morale** by working together, sharing time and talents

## SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Access to Volunteer Projects	Customized LIVE UNITED T-shirts	Social Media Posts/Website recognition	Communications toolkit	Guaranteed Access to Signature Projects	2 Hours Professional Photography
<b>LEAD</b>	\$5,000	<b>priority</b> (July 27, 2018)	up to 500	2 posts	✓	✓ (2 projects)	✓
<b>LEND A HAND</b>	\$3,000	<b>preferred</b> (July 31, 2018)	up to 250	2 posts	✓	✓ (1 project)	
<b>CARING</b>	\$1,500	<b>advance</b> (Aug. 3, 2018)	up to 100	1 post	✓		



YOUR WORKPLACE  
CAN HELP TO  
**MAKE  
A DIFFERENCE**  
THIS YEAR



## LEAD SPONSOR

INVESTMENT: \$5,000

Unlimited Number of Sponsorships

- Priority access to volunteer projects in United Way Year of Caring online registration system (July 27, 2018).
- Customized LIVE UNITED T-shirts for employees who are volunteering in our 40-town area. Sizes S-3X. (Up to 500)
- At least two social media posts to include project photo and recognizing sponsorship level.
- Recognition as Lead Sponsor on United Way website.
- Communications toolkit to include social media tags, sample social media posts, template for media advisories, template for volunteer e-mail, and template for web article.
- Guaranteed access to two United Way Year of Caring Signature Projects highlighted in United Way media advisory.
- United Way led project at your worksite for up to 100 volunteer hours.
- Two hours of professional photography at select project sites. Photos will be provided to sponsor and used in various United Way publications and online media.

## LEND A HAND SPONSOR

INVESTMENT: \$3,000

Unlimited Number of Sponsorships

- Preferred access to volunteer projects in United Way Year of Caring online registration system (July 31, 2018).
- Customized LIVE UNITED T-shirts for employees who are volunteering in our 40-town area. Sizes S-3X. (Up to 250)
- At least two social media posts to include project photo and recognizing sponsorship level.
- Recognition as Lend A Hand Sponsor on United Way website.
- Communications toolkit to include social media tags, sample social media posts, template for media advisories, template for volunteer e-mail, and template for web article.
- Guaranteed access to one United Way Year of Caring Signature Projects highlighted in United Way media advisory.
- United Way led project at your worksite for up to 50 volunteer hours OR two hours of professional photography.

## CARING SPONSOR

INVESTMENT: \$1,500

Unlimited Number of Sponsorships

- Advance access to volunteer projects in United Way Year of Caring online registration system (August 3, 2018).
- Customized LIVE UNITED T-shirts for employees who are volunteering in our 40-town area. Sizes S-3X. (Up to 100)
- At least one social media posts to include project photo and recognizing sponsorship level.
- Recognition as Caring Sponsor on United Way website.
- Communications toolkit to include social media tags, sample social media posts, template for media advisories, template for volunteer e-mail, and template for web article.
- Participation in a United Way Year of Caring Signature Project, if available, highlighted in United Way media advisory.

For more information and to register your workplace for a volunteer project this fall, please email a completed Sponsorship Agreement form to Patrick Doyle at [pdoyle@unitedwayinc.org](mailto:pdoyle@unitedwayinc.org). Call Patrick directly at **860.493.6832** with any questions.



United Way of Central and Northeastern Connecticut

UNITED WAY *YEAR OF CARING* HAS GROWN FROM 430 VOLUNTEERS FROM 16 AREA WORKPLACES THE FIRST YEAR TO **MORE THAN 4,000 VOLUNTEERS FROM 50 LOCAL WORKPLACES** LAST FALL.



## WORKPLACE TESTIMONIALS



"I **enjoyed** working with my co-workers and boss. I also **loved giving back** to the place that I got free food from when we had financial difficulties as a family years ago."

PEOPLES UNITED BANK



"I got to **connect** with other Traveler employees and work towards a common goal."

TRAVELERS



"I saw that the team I volunteered with are great people. Highly motivated, **positive** and we got the job done!"

"I loved getting out of the office with my co-workers and connecting with them. It also **felt very good** to do this in our neighborhood."

UNITED HEALTHCARE



United Way of Central and Northeastern Connecticut

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