



The **ELS CASE COMPETITION** offers a unique eight-week opportunity for young leaders and executives to work together to solve a community issue. Teams will be immersed in learning about a particular challenge and positioned to identify creative solutions, develop personally and professionally, sharpen their virtual presence, and form an instant network of individuals with diverse backgrounds and leadership styles.

ELS created this “Shark Tank” style competition to allow for innovative thinking, problem-solving and professional development, all while offering up ideas that may have a long-term impact on our community.

Teams pitch to a panel of judges in multiple rounds. The winning team will have a chance to implement their idea in partnership with United Way.

Funds raised, and the case itself, will focus on addressing local hunger and access to food.

**FULLY
VIRTUAL!**

“I’ll never forget how much this experience has helped me grow as a leader, a person, a contributor, and a community member.”

– 2021 TEAM MEMBER

“Every young professional that participates represents the future... and the future is now.”

– 2021 JUDGE

“Spending time with these young leaders, seeing them express their passion and creativity on solving real problems for our community is inspiring and rewarding.”

– 2021 TEAM MENTOR

2022 KEY DATES | Sponsor Deadline: Rolling

TEAM REGISTRATION DEADLINE | Aug. 31

CASE COMPETITION | Sept. 20 – Nov. 15

PRESENTATIONS: ROUND 1 | Oct. 18

PRESENTATIONS: ROUND 2 | Nov. 1

PRESENTATIONS: FINAL ROUND | Nov. 15

CULMINATION AND RECOGNITION EVENT:
WINNERS WILL BE ANNOUNCED!
Dec. 6 | 6:00-7:30 p.m.

FAQ

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United Way of Central and Northeastern Connecticut

HOW TO GET INVOLVED

PARTICIPATE AS A SPONSOR TO RECEIVE ADDITIONAL BENEFITS OR REGISTER A TEAM-ONLY.

SPONSOR

THIS UNIQUE OPPORTUNITY IS FOR ORGANIZATIONS COMMITTED TO:

- Attracting and retaining top talent
- Developing and engaging your future leaders
- Elevating your brand by taking a proactive position on innovation and leadership
- Advancing your corporate social responsibility goals
- Gaining insights from emerging leaders, across the country and locally
- Improving local conditions for families and individuals most affected by COVID-19

Now an annual event, the *ELS Case Competition* is bigger than ever, tackling real community issues, providing high-quality professional development, connecting participants to a broad network of leaders, implementing the winning idea, and offering more exposure to emerging leaders and their companies.

**MOST SPONSOR BENEFITS
INCLUDE TEAM REGISTRATION(S)!**

BECOME A SPONSOR

REGISTER A TEAM

Once you are registered, United Way will pair you with a mentor from the business community and equip you with the resources needed to identify solutions and impress the judges with a winning pitch that addresses a real community challenge.

Team Registration Criteria:

- Young, emerging leaders and graduate students
- Three to five individuals from the same workplace or individuals who come together to form a community team
- Company endorsement in recognition and support of the team's involvement
- Capacity to invest an average of 5-7 hours per week throughout the competition

"The ELS Case Competition was eye-opening and a catalyst for my personal and professional growth."

– 2021 TEAM MEMBER

REGISTER A TEAM*

* Team only registrations are limited to one team per organization.

"Meeting dedicated community leaders who are so passionate about making a difference has been amazing! I can't wait to get more involved with ELS!"

– 2021 TEAM MEMBER

United Way Emerging Leaders Society (ELS) isn't just another young professionals group. It's a chance to associate with other civic-minded rising stars, making a tangible, enduring impact in our region.

Learn more at unitedwayinc.org/emergingleaders.



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ELS is powered by:

ConnectiCare



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