

# CORPORATE PARTNERSHIP

United Way of  
San Luis Obispo County



Partnering with United Way of San Luis Obispo County means much more than raising money. As a leader of a local business, this is your opportunity to have a profound impact on our local community while reinforcing your reputation as a great corporate citizen. We invite your company to be part of the change!

## The benefits of partnering with United Way:

The money you raise stays here, **improving lives** of thousands of people in our community while strengthening our local economy. We support programs, initiatives and agencies in SLO County.

Today's employees want **high job satisfaction** which means knowing their company not only cares about them, but the whole community as well. Your partnership with United Way will demonstrate that.

**Receive positive recognition** when you support United Way in your workplace and join more than 100 other businesses in SLO County "United for Good."

## How your company and employees can participate:



### Workplace Campaign

A workplace giving campaign with a payroll deduction option makes it easy for associates to support their community with their annual gift spread across each paycheck and boosts morale as employees collaborate to promote their campaign and plan fun, impactful activities.



### Corporate Giving

Making a corporate contribution to support your community shows your customers and employees that you care about making life better for all of us. Structuring your company's gift as a match of employee giving provides additional motivation to work together to improve lives.



### Employee Volunteering

United Way can customize volunteer opportunities for your team on your schedule throughout the year. Our volunteer projects build team spirit and provide a sense of accomplishment from positively impacting our community.

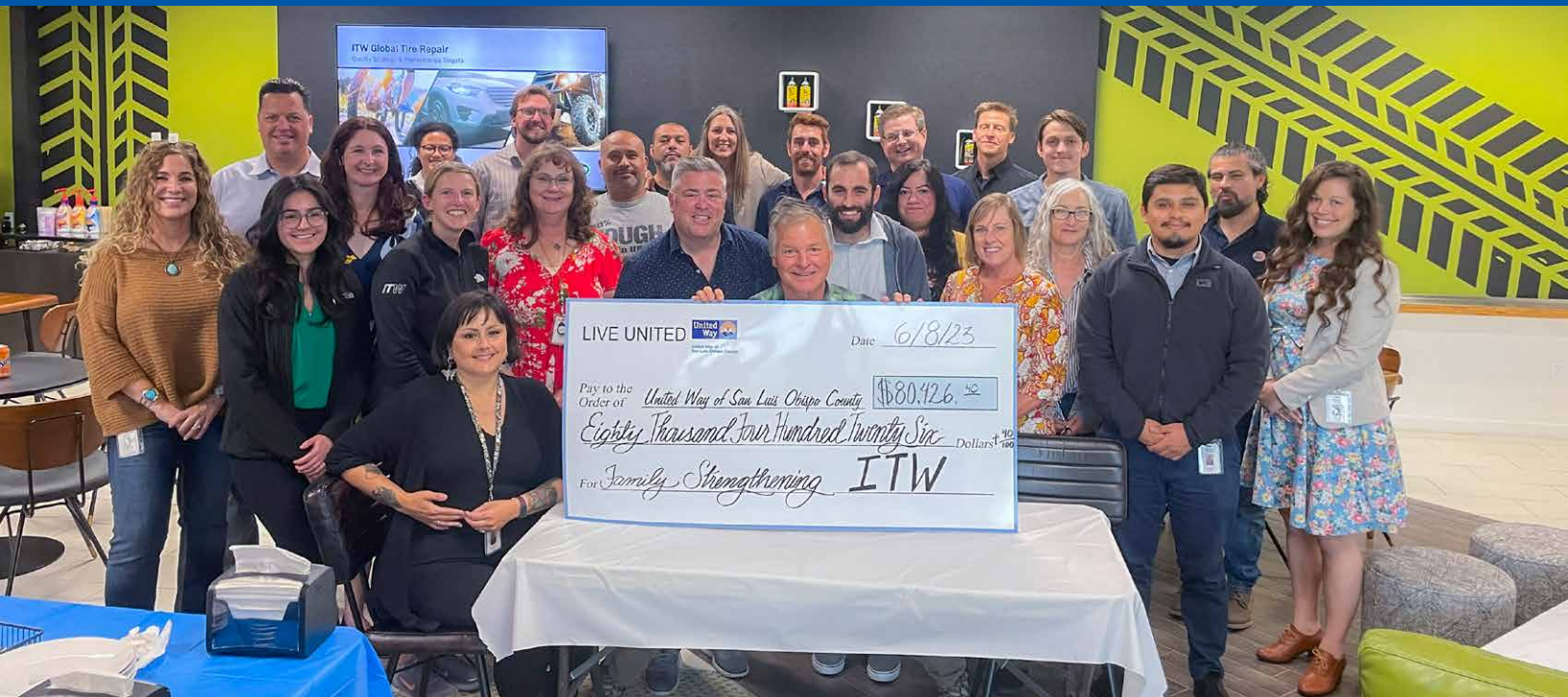


### Sponsorship

Burnish your community image by investing part of your marketing budget to co-brand with United Way of San Luis Obispo County. Together, we'll build a partnership that provides year-round exposure to thousands, with specific public-facing benefits that meet your marketing needs.

For more information on creating a customized partnership for your company, contact Maria McGlothlin at [development@unitedwayslo.org](mailto:development@unitedwayslo.org) or 805-541-1234 (x3)

# WORKPLACE CAMPAIGN + CORPORATE GIVING



**Workplace campaigns** are an excellent way to engage employees and energize your company's community involvement!

- A fun and engaging campaign designed by employees creates excitement and momentum for a voluntary, unpressured participation.
- Offering payroll deduction makes giving easy, spread over 12 months, and UWSLOC offers an online giving platform to simplify administration.
- United Way staff is ready to assist in the planning and provide informational presentations.
- We provide follow-up communication each month, informing your people how their community investment is making a difference.

Your **company's contribution** shows the public and your employees you are committed to our community!

- Matching your employees' giving doubles the impact your company makes in our community, and it serves as an important incentive to employees in your workplace giving campaign.
- Make a corporate charitable contribution that aligns with your company's goals to create a thriving community for customers, employees and supply lines.



**United Way of  
San Luis Obispo County**

To get started on creating a workplace campaign or learn more about corporate giving, contact Maria McGlothlin at [development@unitedwayslo.org](mailto:development@unitedwayslo.org) or 805-541-1234 (x3)

# EMPLOYEE VOLUNTEERING

United Way of  
San Luis Obispo County



## INCOME TAX ASSISTANCE

With a few hours of IRS-certified training, you can assist low-to-moderate income individuals & families discover helpful tax credits and prepare their taxes.



## YOUTH BOARD

Participate with high school students as they learn about the community impact sector, building habits of volunteering and supporting organizations.



## MONEY TALKS (English or Spanish)

Use our proven model to help a variety of folks learn the importance of saving, avoiding debt, building credit and making wise financial choices.



## COMMUNITY IMPACT TEAM

Join the committee who meets monthly to understand the highest priority issues in our community and guides our work to meet those changing needs.



## SAMMY RABBIT

Using a fun curriculum, you can teach 2nd-4th grade students the importance of good money habits and saving early.



## MARKETING TEAM

Bring your marketing or communications talents to this committee who defines and creates our messaging and public image.



## MYFREETAXES

Assist MyFreeTaxes users at local libraries to successfully self-file their taxes for free using our partner software options.



## DEVELOPMENT TEAM

Exercise your networking and people skills to help us effectively reach people who want to support United Way's work in our community.



## STUFF THE BUS

Join as an individual or a team for a weekend to collect school supplies for underserved students throughout the county.



## FINANCE COMMITTEE

Lend your financial expertise to guide the financial health of our organization.

For more information on how your company can team up to volunteer, contact Maria McGlothlin at [development@unitedwayslo.org](mailto:development@unitedwayslo.org) or 805-541-1234 (x3)

# CORPORATE SPONSORSHIP

United Way of  
San Luis Obispo County



## Align your brand with United Way of San Luis Obispo County and show our community we are *United for Good!*

Every day, we make life better for families, individuals and people in need across SLO county. We're making futures brighter for kids from birth through their teenage years – giving them the right start for success.

When you partner with us, you signal to your clients, employees and the public that your organization is an integral and caring part of this community. And when we make a difference in peoples' lives, the public knows you share in that success.

Your marketing budget shapes the public's positive perception of your brand, and we believe alignment with United Way San Luis Obispo County will enhance your image.

## We offer a broad selection of benefits customized to your needs:

- Co-brand with United Way San Luis Obispo County for the entire year
- Constant presence on our website
- Corporate banner at our events
- Shout-out's in our press interviews
- Posts on our social media channels
- Presence in our monthly newsletter
- Custom team volunteer projects for employees
- Visibility on the VolunteerSLO website
- Accompany our CEO in meetings with elected officials for topics of common interest
- Priority consideration for leadership positions on United Way committees
- Recognition on our radio station KYZX 107.9 FM



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