



SPONSORSHIP & ENGAGEMENT

2023-2024

Your local United Way fights for a community where every person- no matter their background, their abilities, or their zip code- has an equal chance at a bright future. We fight for the health, education and financial stability of every person in our community.

Our work would not be possible without the collective strength of corporations, small businesses, foundations, civic groups and local organizations that join forces with your local United Way by investing resources to achieve our Bold Goals 2030 shared vision for success. Together, we can realize our community's bold vision for the future.

BOLD GOALS 2030

Developed by key leaders, experts and community members like you, Bold Goals 2030 outlines key strategies that will help transform our community by addressing our most pressing needs.

1

50% or more of children will be kindergarten-ready.

2018 Baseline » 25.5% of children ready to start kindergarten.
Source: Murfreesboro City Schools

2

80% or more of households will pay less than 30% of their income on housing.

2017 Baseline » 73% of current households are paying less than 30% of their income on housing.
Source: U.S. Census Bureau

3

75% or more of households will be above the ALICE* threshold.

*Asset Limited, Income Constrained, Employed 2016 Estimate » 52% of households are above the threshold. Source: United for ALICE

4

Improve mental health by 25% or more.

2016 Baseline » Average number of mentally unhealthy days reported in the last 30: 4.2 days/month. Source: County Health Rankings and Roadmaps

5

30% or less of public school students and adults will be overweight or obese.

2017 Baseline » 40.3% of public school students are overweight or obese. | 2015 Baseline » 33% of adults are obese. Source: Tennessee Department of Education Source: County Health Rankings and Roadmaps

6

Decrease drug-related overdose deaths and suicides by 25% or more.

2017 Baseline » 20 deaths per 100,000 people.
Source: Tennessee Department of Health

OUR IMPACT

In the past year, we provided free and confidential service to clients through **5,280 calls** that were made to 211. Over **1,260 clients** were served through our Volunteer Income Tax Assistance, saving them **\$410,000 in fees** and putting **\$1,906,000 in tax refunds** back in our neighbors' pockets. More than **15,600 people** in our community saved **\$1,772,648 on prescriptions** thanks to SingleCare. Approximately **191,584 free books** were distributed to the nearly **16,400 children** enrolled in your local Imagination Library. We provided **72 families** with assistance and housed **18 families** through The Family Collective. Nearly **900 volunteers** gave **11,096 hours** to serve their community. We gathered **14 community leaders** that devoted **252 hours** to nonprofit education and service through the Catalyst program.



PROGRAMS & INITIATIVES

Your support powers our direct services, collaborations and partner programs to address the immediate needs of today and build long-term solutions for tomorrow in our community. These local programs and initiatives are made available through your generosity and commitment to service.



211 is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve—and save—lives. yourlocaluw.org/211



Tennessee Benefit Kitchen is a free screener that all Tennesseans can use to determine eligibility for several tax credits and many federal, state and local public benefits—and to access the application sites to apply for those for which they qualify. app.benefitkitchen.com



Born Learning Academy is an engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. yourlocaluw.org/bornlearning



Catalyst is a program focused on training volunteers to serve in nonprofit leadership roles, such as nonprofit boards, in Rutherford and Cannon counties. Community leaders participate in the program to become engaged in social responsibility through the means of advocacy, giving and volunteerism. yourlocaluw.org/catalyst



The Family Collective is an initiative of the United Way of Greater Nashville, in partnership with the United Way of Rutherford and Cannon Counties. The Family Collective has expanded to Rutherford County through a grant from the Tennessee Department of Human Services. The initiative was established in 2014 to prevent and end homelessness. Families receive at least one core wrap-around service and select the service mix that best meets their needs. yourlocaluw.org/familycollective



Your local **Imagination Library**, formerly Rutherford Books from Birth and Cannon Books from Birth, builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of Rutherford and Cannon Counties serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. yourlocaluw.org/imaginationlibrary



The **Launch Point** initiative connects local industry and community partners to help remove barriers to families obtaining and maintaining living wage employment. Success coaches work with families to identify their goals, develop a plan and connect families to the unique resources needed to thrive. yourlocaluw.org/launchpoint



SingleCare is a free prescription discount program. Prescription costs are reduced on average by 45%. singlecare.com



Volunteer Connect is a platform for local agencies to list their volunteer opportunities and needs. Volunteers can sign up for opportunities, connect with local nonprofits and track volunteer hours. Get involved. Make a difference. unitedwayvolunteer.org



The **Volunteer Income Tax Assistance (VITA)** program is a financial stability initiative of the United Way of Rutherford and Cannon Counties. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals each tax season. yourlocaluw.org/vita

SPONSOR OPPORTUNITIES

The United Way of Rutherford and Cannon Counties values the partnership of organizations of all sizes. Our community is better, brighter and stronger because of the organizations contributing to the success of our local community. We want to celebrate the advances we are making together by providing special recognition to organizations investing in our community's future.

EDUCATION

We are actively working to educate our partners and community on the services and assistance available to our neighbors through your local United Way. This can be done in a variety of formats, including webinars, lunch and learns, print materials, and more. We work with you to provide education based on your organization's needs.

VOLUNTEER

A recent Forbes study shared that by giving employees the opportunity to support causes they are passionate about, retention rates soar. Through your local United Way and Volunteer Connect, your organization can cultivate a culture of giving back through custom volunteer opportunities and experiences that fit your company's and employee's preferences.

VISIBILITY

Enhance your visibility and maximize your local impact by partnering with one of the world's most valuable and trustworthy non-profit organizations. We provide year-round exposure and measurable impressions that far exceed the cost of sponsorship.

For the thirteenth consecutive year, our local United Way received a nod from United Way Worldwide organization for demonstrating excellence in ethical, legal, governance, financial, branding, and community impact best practices. When you invest with your local United Way, know that you can trust us to allocate your donation to the areas that our community needs it most.



DAYS OF ACTION



STUFF THE BUS

Providing students in the community with the tools to begin school prepared and confident

Stuff the Bus takes place August 03, 2023.

Sponsor deadline is June 8, 2023.



Supplies expectant and new mothers and their babies with a basic supply of items that every newborn needs

Baby Basics takes place February 15, 2024.

Sponsor deadline is December 20, 2023.

HOMETOWN HUDDLE TACKLING HUNGER

Providing healthy food and resources to children in our community during school breaks

Hometown Huddle takes place September 21, 2023.

Sponsor deadline is August 7, 2023.



Preventing the loss of achievement made during the school year by providing books to children in the summer months

Stop the Summer Slide takes place May 16, 2024.

Sponsor deadline is April 4, 2024.

PRESENTING SPONSOR - \$5,000

- Corporate name included in name of event, i.e. "United Way's Event Presented by ABC Company" with Industry exclusivity
- Premier logo placement on all collateral
- Exclusive name recognition in media and press releases
- A word from our sponsor at the event kick-off meeting
- Logo on Item Collection and Sort-a-Thon Signage
- Name inclusion on United Way website
- Company logo included on all promotional items
- Social media recognition
- 1 small display table at the event
- Opportunity to include branded promo item in giveaway
- 10 reserved volunteer spots at Sort-a-thon

PLATINUM SPONSOR - \$2,500

- Logo on Item Collection and Sort-a-Thon signage
- Name inclusion on United Way website
- Company logo included on select promotional items
- Social media recognition
- Opportunity to include branded promo item in giveaway
- 8 reserved volunteer spots at Sort-a-thon

GOLD SPONSOR - \$1,000

- Logo on Item Collection and Sort-a-Thon signage
- Name inclusion on United Way website
- Company logo included on select promotional items
- Social media recognition
- 6 reserved volunteer spots at Sort-a-thon

SILVER SPONSOR - \$500

- Name inclusion on United Way website
- Company logo included on select promotional items
- Recognition in social media
- 4 reserved volunteer spots at Sort-a-thon

Consult with your tax advisor for deduction information.



SIGNATURE EVENT



The Community Celebration, or Annual Meeting, is a time to gather and celebrate the work that we have completed together as corporate supporters, volunteers, donors, agencies, and community partners. Our community gathers to recognize the top workplace campaigns, corporate supporters, and recipients of prestigious awards like Volunteer of the Year, ECM of the Year, and more. Join your local United Way in celebrating the past year of community impact at our Community Celebration.

PRESENTING SPONSOR - \$10,000 (1)

- Presenter of Community Celebration event
- Company Logo on all promotional signage
- Logo on all marketing materials
- Logo inclusion in UW staff email signatures
- Sponsor name listed on registration receipt
- Representative remarks from the podium
- Corporate support feature on United Way's social media and website
- 2 tables at Community Celebration
- Signage on stage/screen throughout event

PLATINUM SPONSOR - \$5,000 (4)

- Company Logo on all promotional signage
- Logo on all marketing materials
- Corporate support feature on United Way's social media and website
- Sponsorship of one of the following: table, dessert flag, menu, registration, awards
- 1 table at Community Celebration

GOLD SPONSOR - \$2,500 (6)

- Name on event signage and materials
- Recognition in social media
- Name inclusion on United Way website
- 4 Community Celebration tickets

SILVER SPONSOR - \$1,000 (6)

- Name on event signage and materials
- Recognition in social media
- Name inclusion on United Way website
- 4 Community Celebration tickets

**Community Celebration takes place
August 16, 2023.**

Deadline to commit is June 16, 2023.

**Consult with your tax advisor for deduction
information.**

SIGNATURE EVENT



Red, White, & Bayou is United Way's Annual Signature Fundraising Event. It's the perfect way to start the summer. Enjoy a Cajun feast, a night under the stars, a place to mingle with the community, and a way to give back. Each year's silent auction gets better and better. Join us for Red, White & Bayou and be a part of what has become a tradition for Rutherford and Cannon County residents.

PRESENTING SPONSOR - \$10,000

- Presenter of VIP Reception
- Logo on event signage and materials
- Logo inclusion on media advertisements
- Logo inclusion in UW staff email signatures
- Sponsor name listed on registration receipt
- Recognition in social media
- Name inclusion on United Way website
- 8 VIP Reception and Dinner tickets
- Sponsor name included on invitation

PLATINUM SPONSOR - \$5,000

- Logo on event signage and materials
- Logo inclusion on media advertisements
- Recognition in social media
- Name inclusion on United Way website
- 6 VIP Reception and Dinner tickets
- Sponsor name included on invitation

GOLD SPONSOR - \$2,500

- Name on event signage and materials
- Recognition in social media
- Name inclusion on United Way website
- 4 VIP Reception and Dinner tickets
- Sponsor name included on invitation

SILVER SPONSOR - \$1,000

- Name on event signage and materials
- Recognition in social media
- Name inclusion on United Way website
- 2 VIP Reception and Dinner tickets
- Sponsor name included on invitation

BRONZE SPONSOR- \$500

- Name inclusion on United Way website
- 2 Dinner tickets
- Sponsor name included on invitation

Red, White, and Bayou takes place May 3, 2024.

Deadline to commit is March 22, 2024.

Consult with your tax advisor for deduction information.



MAKE AN IMPACT

Would you like to make a sponsor commitment or learn more about our sponsorship opportunities?
Contact Jaime Craig at jaime.craig@yourlocaluw.org or 615-893-7303 for more information.

Scan here to
make a sponsor
commitment

