



United Way of Kenosha County

2023 Sponsorship Opportunities

United
Way



United Way
of Kenosha County



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A MESSAGE FROM THE CEO



Dear Valued United Way of Kenosha County Partner,

For 100 years, United Way of Kenosha County (UWKC) has been a leader and trusted partner in improving lives and supporting our community.

Originally started in 1923 to support the philanthropic needs of eight Kenosha-area agencies, UWKC has expanded its role to improve the health, education, and economic mobility of every person in our community. At the heart of our approach is collaboration and partnership. As a result, we are able to tackle tough challenges and build a stronger community.

Today, I am asking you to consider investing in our work and join us in celebrating 100 years of mobilizing the caring power of our community. Sponsorship opportunities include:

- **Celebrate 100 Years of Living United**
 - Centennial Jubilee: A Night to Celebrate
 - 100 Years, 100 Volunteers: A Day of Service
- **Financial Empowerment**
 - Volunteer Income Tax Assistance (VITA)
- **Kindergarten Readiness**
 - Imagination Library
- **Early Grade Reading**
 - Read Across Kenosha & Readers Are Leaders

More information about these initiatives and events are in the pages to follow. **Together, we can make a positive impact across Kenosha County. Together, we can LIVE UNITED. Thank you.**

Yours in service,

Carolynn Friesch

Carolynn Friesch

Chief Executive Officer at United Way of Kenosha County



CELEBRATING 100 YEARS OF LIVING UNITED



Centennial Jubilee: A Night to Celebrate Saturday, November 11, 2023

It's time to sparkle and shine, as United Way of Kenosha County celebrates 100 years of making a difference in our community. To celebrate and recognize the impact we have made together in our community, United Way of Kenosha County is hosting the Centennial Jubilee: A Night to Celebrate on Saturday, November 11, 2023. **Your sponsorship and participation in the celebration will help us continue to serve our community for 100 more years and beyond.**

	CENTENNIAL SPONSOR \$10K	GOLD SPONSOR \$7.5K	SILVER SPONSOR \$5K	BRONZE SPONSOR \$2.5K
Company included on UWKC social media & website	X	X	X	X
Logo in event program (sizing based on sponsorship level)*	X	X	X	X
8 Person Table with tickets to event on 11/11/23	X	X	X	X
Logo on sponsorship sign at event	X	X	X	
Individual digital spotlight and blog highlighting your business	X	X		
Full-page (centennial) or half-page (gold) ad in event program	X	X		
Copresenter at event	X			
Presenting sponsor recognition on all print and digital materials	X			

*: Limited availability based on when payment is received

**UWKC's Centennial Jubilee:
A Night to Celebrate will take place
on Saturday, November 11, 2023.**

100 VOLUNTEERS: A DAY OF SERVICE



100 Years, 100 Volunteers: A Day of Service

Saturday, April 1, 2023 at 8 a.m.

KTEC Campus (4K - 8th) - 5710 32nd Ave. Kenosha, WI 53144

United Way of Kenosha County and Leadership Kenosha are teaming up for 100 Years, 100 Volunteers: A Day of Service on Saturday, April 1, 2023. Volunteers from across Kenosha County will come together in celebration of United Way's 100th anniversary of mobilizing the caring power of our community. The day will begin with a celebration and recognition of current volunteers while bringing awareness to volunteer opportunities in our area. Afterwards, volunteers will travel to a United Way Community Investment partner agency to complete a service project. Service projects and locations will be assigned to volunteers.

Our Goal: To recruit 100+ volunteers to complete a 1-day service project and bring awareness to the need for volunteers across Kenosha County.

Sponsorship Needs: Your sponsorship will help bring our goal to life by fulfilling the following needs:

- "In kind" breakfast food and beverage donations
- Financial sponsorships (our goal is to raise \$2000.00) to support:
 - Decorations
 - Volunteer T-shirts
 - Signage and other items needed for the event

	CENTENNIAL SPONSOR: \$1K	GOLD SPONSOR: \$500	SILVER SPONSOR: \$250
Company included in Day of Service promotional materials and digital advertising	X	X	X
Company logo included on event tshirts	X	X	X
Company materials (brochures, business cards, etc.) distributed to volunteers at reception	X	X	
Signage at welcome event	X	X	
Company mentioned during volunteer reception welcome reception	X		
Opportunity to table at event and distribute company materials to attendees	X		

UWKC's Day of Service will take place on Saturday, April 1, 2023.

FINANCIAL EMPOWERMENT



Volunteer Income Tax Assistance (VITA)

VITA provides free income tax preparation to Kenosha's low to moderate income residents. VITA has helped bring back \$21.3M in tax refunds to over 13k taxpayers since 2010. VITA provides resources and services to underserved community members that increase their financial, physical, and mental well-being. **Your sponsorship will help return vital funds back into the community and into the hands of residents who need it the most, putting them on a path towards a more secure financial future.**

	INVESTMENT SPONSOR: \$15K	SAVINGS SPONSOR: \$10K	EARNINGS SPONSOR: \$5K	INSPIRATION SPONSOR: \$3K
Company logo included on VITA promotional materials and advertising	X	X	X	X
Company highlighted on UWKC social media & VITA website/registration page	X	X	X	X
Company promotional materials distributed to VITA clients	X	X	X	
Sponsorship table at VITA locations	X	X		
Priority appointments and exclusive volunteer opportunities	X	X		
Featured in email newsletter	X			
Press release highlighting sponsorship and partnership	X			
Access to connect with clients representing underserved populations	X			

UWKC's VITA Season takes place annually from January - April

KINDERGARTEN READINESS



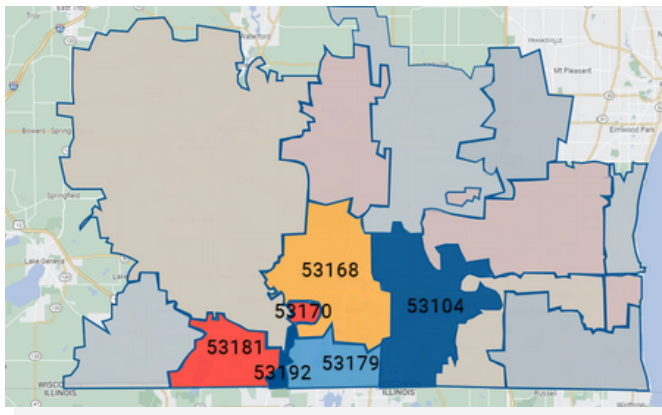
Dolly Parton's Imagination Library

The Imagination Library provides FREE age-appropriate, high-quality books each month to registered children from birth to age five. Through the Imagination Library, UWKC helps ensure that all children have books at home, regardless of the environment in which they grow up in. **For the cost of \$30 per year, you can help provide a child in Kenosha County with up to 12 free books – at no cost to their family.**

\$15,000*
annually
for 5
years

In one year, your donation will guarantee free books for 500 children, and after five years – 2,500 kids. That's the impact of \$75,000!

Dolly Parton's Imagination Library is currently available in the following zip codes:



Your support can help us expand the Imagination Library to more children across Kenosha County.

*: \$15K is used as an example to show the impact your sponsorship can have on sending free books to young learners countywide. Sponsorships are available in varying dollar amounts so that you can find a United Way initiative that best aligns with your caring power. Check out page 9 for details.

A sponsorship of Dolly Parton's Imagination Library spreads the gift of literacy and brings your brand greater visibility. Contributions will be recognized via:

- Book mailing labels,
- United Way of Kenosha County's annual report,
- Imagination Library registration events, and
- United Way of Kenosha County's digital media:
 - Website (1.2K avg. monthly users)
 - Social Media: Facebook, Instagram,
 - Twitter, LinkedIn (18K avg. monthly reach)

Dolly Parton's Imagination Library sends out free books monthly year-round.

EARLY GRADE READING



Read Across Kenosha

Read Across Kenosha: A Community Literacy Event takes place annually on March 2 and engages students and volunteers in a one-day celebration of reading. This event is held in conjunction with National Read Across America Day.

Partnering with Kenosha Unified School District and others in education, volunteers reach over 300 kindergarten through 3rd grade classrooms. **Your sponsorship will bring Read Across Kenosha to life** and includes recognition in promotions as well as in the books to be donated to classrooms county-wide.

	AMANDA GORMAN SPONSOR: \$5K	ROALD DAHL SPONSOR: \$3.5K	ERIC CARLE SPONSOR: \$1.5K	DR. SEUSS SPONSOR: \$500
Company mentioned in RAK promotional materials and advertising	X	X	X	X
Company featured on UWKC social media & RAK web page	X	X	X	X
Company logo included on books and materials to be donated to classrooms	X	X	X	
Company logo included on event tshirts	X	X	X	
Company logo included on digital promotions	X	X		
Signage at welcome event	X	X		
Company mentioned during Read Across Kenosha welcome reception	X			
Opportunity to table at event and distribute company materials to attendees	X			

Read Across Kenosha takes place annually in conjunction with Read Across America on March 2.

EARLY GRADE READING



Readers Are Leaders

Readers Are Leaders (RAL) provides reading support to students who need it most by pairing volunteer tutors with students at participating schools. **RAL currently mobilizes roughly 60 tutors who read weekly with close to 75 students.** Sponsoring Readers Are Leaders includes recognition in training materials, volunteer communications, and other promotional materials and supports bridging literacy gaps in Kenosha.



Readers Are Leaders takes place in conjunction with the school calendar from Sept. - May.

365 Small Business Circle



365 Small Business Circle

United Way of Kenosha County's 365 Small Business Circle (365 SBC) aims to make philanthropy easier and more rewarding for small businesses. Join 365 SBC to connect with other local businesses who are dedicated to serving the community where we all live, work and/or play. For an annual gift of \$365, or one dollar per day, you can help us create equitable access to education, health, and financial stability.

This new giving initiative held its first promotion in December 2022, inviting local retailers to give back via Shop for an Impact where stores donated a percentage of sales to UWKC during a community-wide shopping event.

	SBC Leader (\$1K/year)	SBC Partner (\$730/year)	SBC Member (\$365/year)
Company recognition in promotional materials, including annual report and website	X	X	X
Social media recognition and UWKC digital blog spotlight*	X	X	X
UWKC/Small Business Circle decal (image and sticker)	X	X	X
Invitations to and recognition at special events, including SBC networking events	X	X	X
First look at community volunteer opportunities	X	X	
Featured in email newsletter	X	X	
Discounted ticket prices to special events, including EDI workshops	X		

*Individual spotlights and recognition guaranteed for donors at or above \$1K. Individual recognition provided to donors below \$1K based on availability.

365 SBC accepts new members year-round, but special promotions run during Shop for an Impact.

SPONSORSHIP AGREEMENT



Thank you for your participation. Please indicate below which opportunities you would like to support today. Once completed, please total your contribution(s) and submit your information to our team. If you have any questions, please contact Marisa Markowski, Resource Development Manager at (262) 658-4104. Thank you!

Centennial Jubilee: A Night to Celebrate	
SPONSORSHIP LEVEL	QTY
CENTENNIAL SPONSOR: \$10K	
GOLD SPONSOR: \$7.5K	
SILVER SPONSOR: \$5K	
BRONZE SPONSOR: \$2.5 K	
SUBTOTAL: \$ _____	

Free Income Tax Assistance (VITA)	
SPONSORSHIP LEVEL	QTY
INVESTMENT SPONSOR: \$15K	
SAVINGS SPONSOR: \$10K	
EARNINGS SPONSOR: \$5K	
INSPIRATION SPONSOR: \$3K	
SUBTOTAL: \$ _____	

Read Across Kenosha	
SPONSORSHIP LEVEL	QTY
AMANDA GORMAN SPONSOR: \$5K	
ROALD DAHL SPONSOR: 3K	
ERIC CARLE SPONSOR: \$1.5K	
DR. SEUSS SPONSOR: \$500	
SUBTOTAL: \$ _____	

100 Volunteers: A Day of Service	
SPONSORSHIP LEVEL	QTY
CENTENNIAL SPONSOR: \$1K	
GOLD SPONSOR: \$500	
SILVER SPONSOR: \$250	
<small>Check here if you have a volunteer group who might be interested in participating in the event.</small>	
SUBTOTAL: \$ _____	

Imagination Library	
SPONSORSHIP LEVEL	QTY
DOLLY PARTON SPONSOR: \$50K	
CORDUROY SPONSOR: \$25K	
LLAMA LLAMA SPONSOR: \$15K	
LITTLE ENGINE SPONSOR: \$5K	
SUBTOTAL: \$ _____	

Readers Are Leaders	
SPONSORSHIP LEVEL	QTY
PROFICIENCY SPONSOR: \$10K	
MILESTONE SPONSOR: \$7.5K	
READINESS SPONSOR: \$5K	
LITERACY SPONSOR: \$2.5 K	
SUBTOTAL: \$ _____	

365 Small Business Circle	
SPONSORSHIP LEVEL	QTY
SBC Members: \$365	
SBC Partners: \$730	
SBC Leaders: \$1K	
SUBTOTAL: \$ _____	

CENTENNIAL YEAR-ROUND ACTIVITIES	
Enter an additional amount in support of UWKC's year-round centennial activities, or check here to receive more information as related sponsorship opportunities arise.	
ADDITIONAL #LIVEUNITED CONTRIBUTION	
To make a separate donation outside of the sponsorships outlined here, write your donation amount here. Every contribution directly impacts community members right here in Kenosha County.	

TOTAL: _____

Please write checks out to United Way of Kenosha County or submit credit card payment online at: <https://www.kenoshaunitedway.org/donate>

SPONSORSHIP AGREEMENT



The information provided below will be used to recognize, thank, and record you and your business' sponsorship. In whatever capacity you choose to support United Way of Kenosha County in 2023, we greatly appreciate your dedication to our mission and to our community.

Your Contact Information:

Full Name: _____ Phone Number: _____

Email: _____

Address: _____ City, Zip, State: _____

Business Name *(as it should appear in print)*: _____

Address: _____ City, Zip, State: _____

Your Payment & Other Preferences:

Please write checks out to United Way of Kenosha County and send check payments to our office at 5500 6th Ave. Suite 210, Kenosha WI 53140. Credit card payments can be made online at: <https://www.kenoshaunitedway.org/donate>

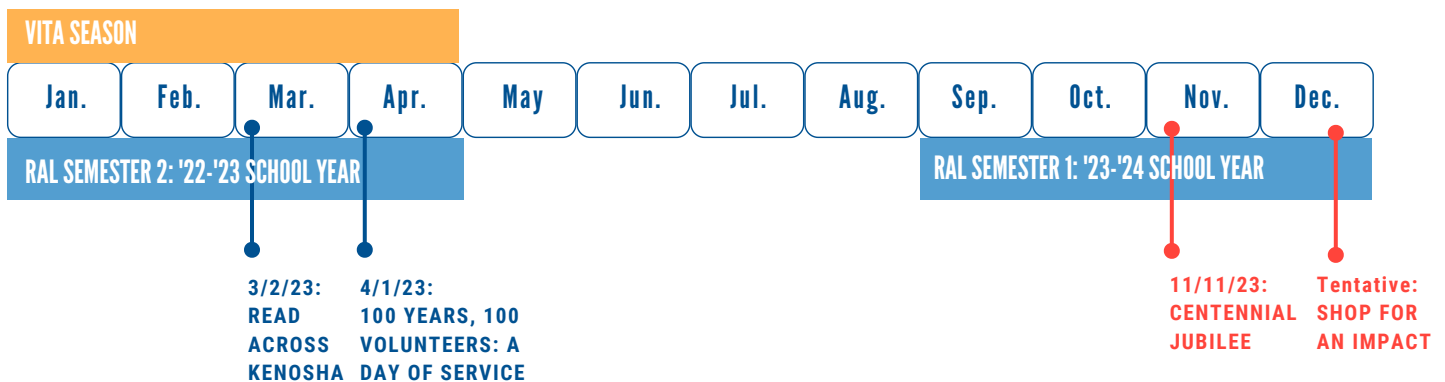
(or scan the QR Code)

\$_____ total donation as indicated in sponsorship selection(s).

- ☐ check enclosed ☐ credit payment made online
- ☐ bill me (by) or (after) *(select one)* the following date: _____
- ☐ contact me about donating a prize or other item to be used at the Centennial Jubilee
- ☐ add me to the UWKC newsletter list
- ☐ count on me for this sponsorship commitment on an annual basis! ☐ make my gift anonymous



To help you determine which sponsorship option might be the best fit, here's a timeline of next year's events. The activities that are not listed take place year-round and do not have a specific timeframe.



SEND THIS FORM AND LOGO TO:

United Way of Kenosha County
5500 6th Ave. Suite 210
Kenosha, WI 53140

OR:

info@kenoshaunitedway.org
For more information and questions,
call us at (262) 658-4104

THANK YOU

TOP REASONS TO SPONSOR UWKC



1. Local giving, local results:

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. United Way of Kenosha County serves all 26 Kenosha County zip codes, spreading from Silver Lake to the City of Kenosha, and everywhere in between. Donations help make a difference right here where we all live, work, and/or play.

2. We focus on creating vital connections:

United Way of Kenosha County brings people together and inspires local action, connecting people who want to make a difference with organizations who know our community's needs best. We collaborate with local residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities that we can all be proud of.

3. More of your money goes to where it should:

Through the work of dedicated community volunteers and numerous partnerships, United Way of Kenosha County is able to make a significant investment back into the community. We invest in local organizations that provide services in alignment with our strategic priorities. Funding requests are reviewed annually through a competitive grant process and vetted to best meet our community's needs.

4. It's a small effort to make a big impact:

You can choose the option (or options) that best suit your needs and philanthropic goals. For example, if you have a passion for financial literacy and stability, getting involved with our Free Income Tax Assistance (VITA) program may be a good fit. We are happy to talk more with you about how you can make an impact in our community and find the giving option that works best for you.

OUR IMPACT AT A GLANCE



COMMUNITY INVESTMENT

UWKC invests in local organizations that align with our strategic priorities of Education, Health, Basic Needs and Financial Stability.

14 Nonprofit partners

\$235K Awarded in grant funding

19 Community programs supported

COMMUNITY IMPACT

Together, we Live UNITED with our community investment partners to have a greater impact.

4,765 People in jobs or education

1,103 Language tutoring sessions

2,413 Students learned abuse awareness

2,819 Residents accessed healthy food

EDUCATION

6 Zip codes added to **Imagination Library**

146 Kids enrolled in Imagination Library

1 **Born Learning Trail** Installation

1K+ Views on **RAL** virtual readings

2 Schools launched WI Reading Corps

43 Partners trained in DEI via **BOF**

11 Youth-Led Service Projects via **YAR**

HEALTH

We partner with **SingleCare** to provide access to affordable prescription medications at no cost to the individual

1,740 People used SingleCare

\$217K in Prescription savings

\$125 Average savings per person

BASIC NEEDS

During times of crisis, **211** serves as a free, confidential line to connect residents to help.

Top three needs: Healthcare, housing or shelter and substance use disorder assistance

2,668 Calls from residents in need

4,009 Local referrals

FINANCIAL STABILITY

Through VITA, we provide free tax assistance to Kenosha County's residents who likely could not afford the cost of professional tax prep.

35 IRS certified volunteer tax preparers

873 Taxpayers who received help

\$1.7M Back into Kenosha County

THANK YOU TO ALL OF OUR VOLUNTEERS, DONORS, COMMITTEE MEMBERS AND YOU!

CONTACT US



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@UnitedWayKenosha



@UWKenoshaCounty



@United Way of Kenosha County



@United Way of Kenosha County



KenoshaUnitedWay.org



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