



United Way Northumberland Sponsorship Opportunities

Meaning of the United Way symbol



The United Way helping hand symbol - a symbol of hope, of service, and of help to people in our communities



Rainbow:

Represents hope for a better tomorrow



Helping Hand:

The helping hand symbolizes United Way's support of programs, services, and people in local communities



Human figure:

Universal symbol of humankind; United Way cares about all people

Community Investment Opportunities

Over the past couple of years, we have faced numerous challenges that have tested our resilience and determination. The impact of these uncertain times has touched every aspect of our lives, affecting us all in different ways. From isolation to food security, housing to childcare, senior support to employment, and mental health to social connection, the pandemic has left no stone unturned.

The needs of our community persist, we find ourselves inundated with requests from our frontline community partners. Local non-profit organizations requested nearly double the amount of funding available for investment in our community. We have to find new and innovative ways to respond to these needs.

Food security remains a pressing concern for approximately 1 in 8 families in our community, who struggle to access healthy and nutritious meals. The housing crisis continues to worsen, leaving many individuals and families without stable and affordable homes.

By donating to Northumberland United Way, you can help us target these fundamental issues head-on. Your corporate support will enable us to infuse more funding into our community, allowing us to rebuild even stronger than before.

Rebuilding from the pandemic necessitates a long-term perspective, and we are committed to an equitable recovery, ensuring that no one is left behind. However, we cannot do it alone. We need your help.

We are asking that you consider your sponsorship commitment for a 2-year period (2023-2025). By committing to multi-year sponsorship, we will report back to you annually on the impact your support is making and it allows us to focus more resources towards targeting the fundamental issues facing our communities.

We welcome the opportunity to further discuss this exciting opportunity with you.

For more information, please contact:

Maggie Darling
Acting Executive Director, Northumberland United Way
mdarling@nuw.unitedway.ca
Learn about our Impact at www.mynuw.org


Sponsorship Opportunities & Benefits

Community Grant Sponsor (Naming Opportunity)	Investment: \$20,000
<ul style="list-style-type: none">• Grant naming opportunity: All grant applications and materials will be rebranded to incorporate your company branding• Appoint up to 2 employee representatives to sit on our Community Impact Committee to assist with the Grant Funding process (approx. 2 months' time commitment with 1 meeting for funding decisions)• Recognition as a sponsor on social media, website communications, radio, email communications, TV• A media release to announce the partnership as well as a second release to announce funding decisions.• Photo opportunity to present a cheque to a funding recipient	


Community Impact Fund Sponsor	Investment: \$10,000
<ul style="list-style-type: none">• Appoint 1 employee representative to sit on our Community Impact Committee to assist with the Community Impact Funding process• Recognition as a sponsor on social media, website communications, radio, email communications, TV• A media release to announce the partnership as well as a second release to announce funding decisions• Photo opportunity to present a cheque to a funding recipient	


NUW Direct Mail Sponsorship	Investment: \$10,000
<ul style="list-style-type: none">• Logo prominently displayed indicating sponsorship on our 35,000 piece direct mail across Northumberland County• Recognition as our Direct Mail sponsor at our Annual Wrap up campaign• Recognition as a sponsor on social media, website communications, radio, email communications, TV	



Day of Caring Partner	Investment: Sliding scale
<ul style="list-style-type: none"> • One staff person invited to be part of the Day of Caring committee. This staff will be the main contact for the industry throughout the organizing of the event. • Assist with the job site reviews, organization of jobs including, number of volunteers needed to complete, tools and materials needed. • Work with the Committee to review all job applications to ensure they are both feasible and safe to be done during the Day of Caring. • Recruit and assign their industry volunteers to job sites • Recognition as a Partner on social media, website communications, radio, email communications, TV 	

Northumberland Eats Voucher Sponsor	Investment: \$5,000
<ul style="list-style-type: none"> • Sponsor Northumberland Eats Food Vouchers for distribution to area social service groups to help individuals and families experiencing food insecurity. • Northumberland Eats voucher program, a partnership of Northumberland County and Northumberland United Way aims to provide food support to individuals and families while supporting local businesses across Northumberland County. • Listed as a sponsor on the program in all media relations with an opportunity for a photo during the program • Recognition as a sponsor on social media, website communications, radio, email communications, TV 	

Northumberland Eats Partnership Opportunity	Investment: \$20,000
<ul style="list-style-type: none"> • Brand recognition on Northumberland Eats vouchers and other marketing materials • Recognition as a partner on social media, website communications, radio, email communications, TV • A media release and photo opportunity to announce the partnership 	

Backpacks for Kids Partner	Investment: \$2,500
<ul style="list-style-type: none"> • Opportunity to have employees take part in the sorting and stuffing of the backpacks • Listed as a sponsor on the program in all media relations with an opportunity for a photo during the program • Recognition as a Sponsor on social media, website communications, radio, email communications, TV 	

With each of these opportunities, we are willing to work with your company to ensure we are meeting your needs while helping the communities. We are also able to adjust or add opportunities to work with your budgets and corporate social responsibility goals.

The actions we take today will shape the future of Northumberland County, defining the kind of community we want to create for ourselves and for future generations.

Please reach out if you have any questions, we look forward to working together.

Maggie Darling
Acting Executive Director, Northumberland United Way
mdarling@nuw.unitedway.ca

Learn about our Impact at www.mynuw.org

