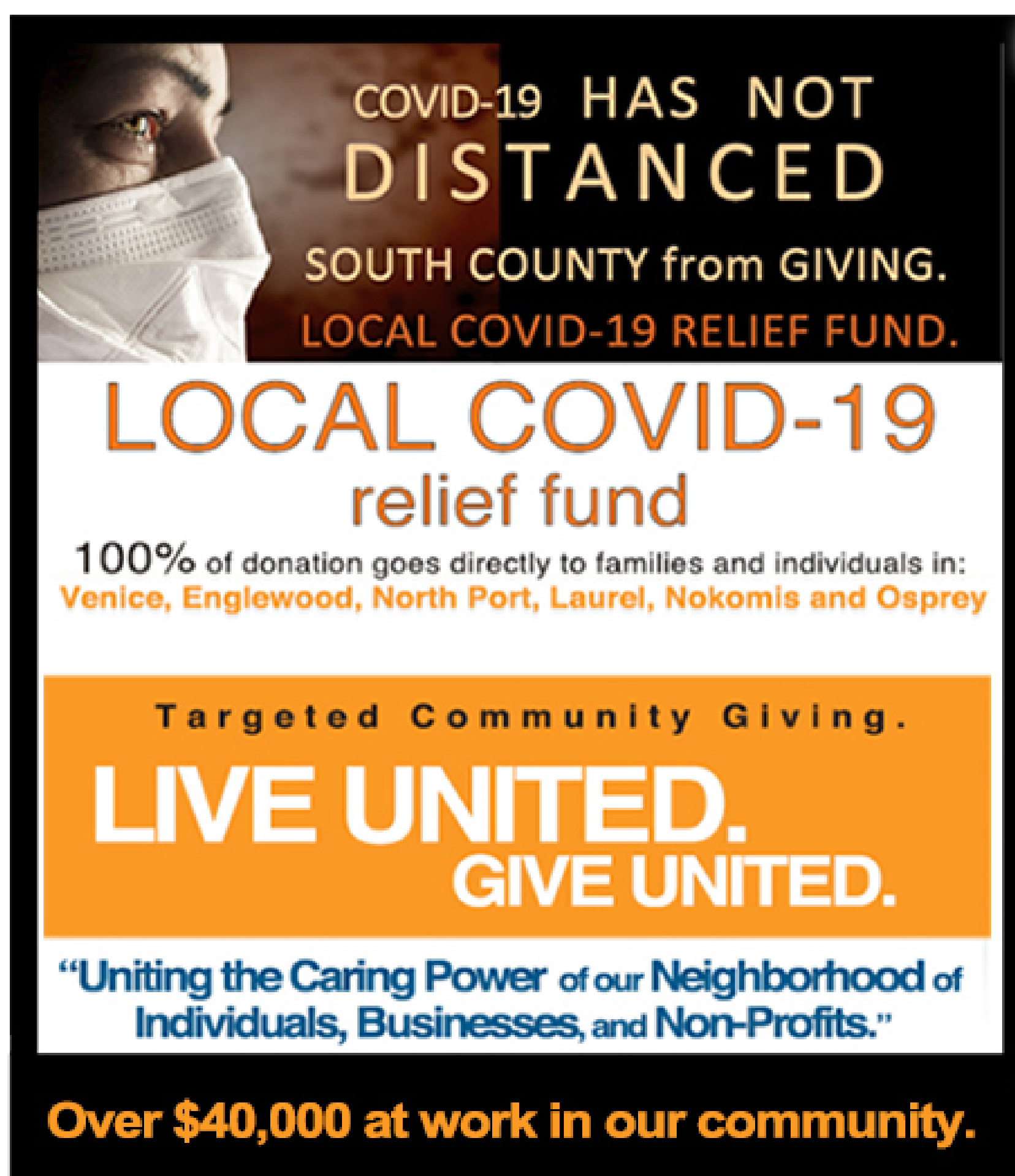


YEAR-END MATCHING CAMPAIGN SPONSORSHIP OPPORTUNITIES

JOIN US in MOBILIZING the CARING POWER of our community.



COVID-19 HAS NOT DISTANCED SOUTH COUNTY from GIVING. LOCAL COVID-19 RELIEF FUND.

LOCAL COVID-19 relief fund

100% of donation goes directly to families and individuals in: Venice, Englewood, North Port, Laurel, Nokomis and Osprey

Targeted Community Giving.

LIVE UNITED. GIVE UNITED.

"Uniting the Caring Power of our Neighborhood of Individuals, Businesses, and Non-Profits."

Over \$40,000 at work in our community.

BECAUSE OF YOU
THERE IS A WAY



MODERN UNITED WAY BLUEPRINT

South Sarasota County

Venice, North Port, Englewood, Nokomis, Laurel, Osprey

LEAD WITH A GROWTH MINDSET

MODEL DIVERSITY, EQUITY AND INCLUSION

UNDERSTAND
THE
COMMUNITIES
WE SERVE

ENGAGE THE
COMMUNITY
IN SOLVING
RELEVANT
ISSUES

DELIVER
AWESOME
EXPERIENCES

ENGAGE AND
STRENGTHEN
CHANNELS
YEAR
ROUND

BEST IN CLASS > FUNDRAISING > CONTENT >
DIGITAL EXPERIENCES > VOLUNTEER OPPORTUNITIES

LEVERAGE PEOPLE,
PROCESS AND TECHNOLOGY

EFFECTIVELY LEARN
BY USING DATA

A Modern United Way:

- * Reflects the community in philosophy, policy and participation.
- * Is insight and data driven – not how we think it is; how we know it is.
- * Offers unparalleled service, solutions, content and engagement.
- * Leads with a growth mindset leveraging team talent in conjunction with technology to empower our organization.
- * Continues to embrace the power of collective fundraising to increase the impact of any gift large or small.

Impact Initiative Partners



Homeless Outreach Team Caseworker



GIVE. ADVOCATE. VOLUNTEER. DONATE.

UNITED WAY OF SOUTH SARASOTA COUNTY



Investing
in TECH to:

Support our channels
year-round to:

Strengthen our donor relationships

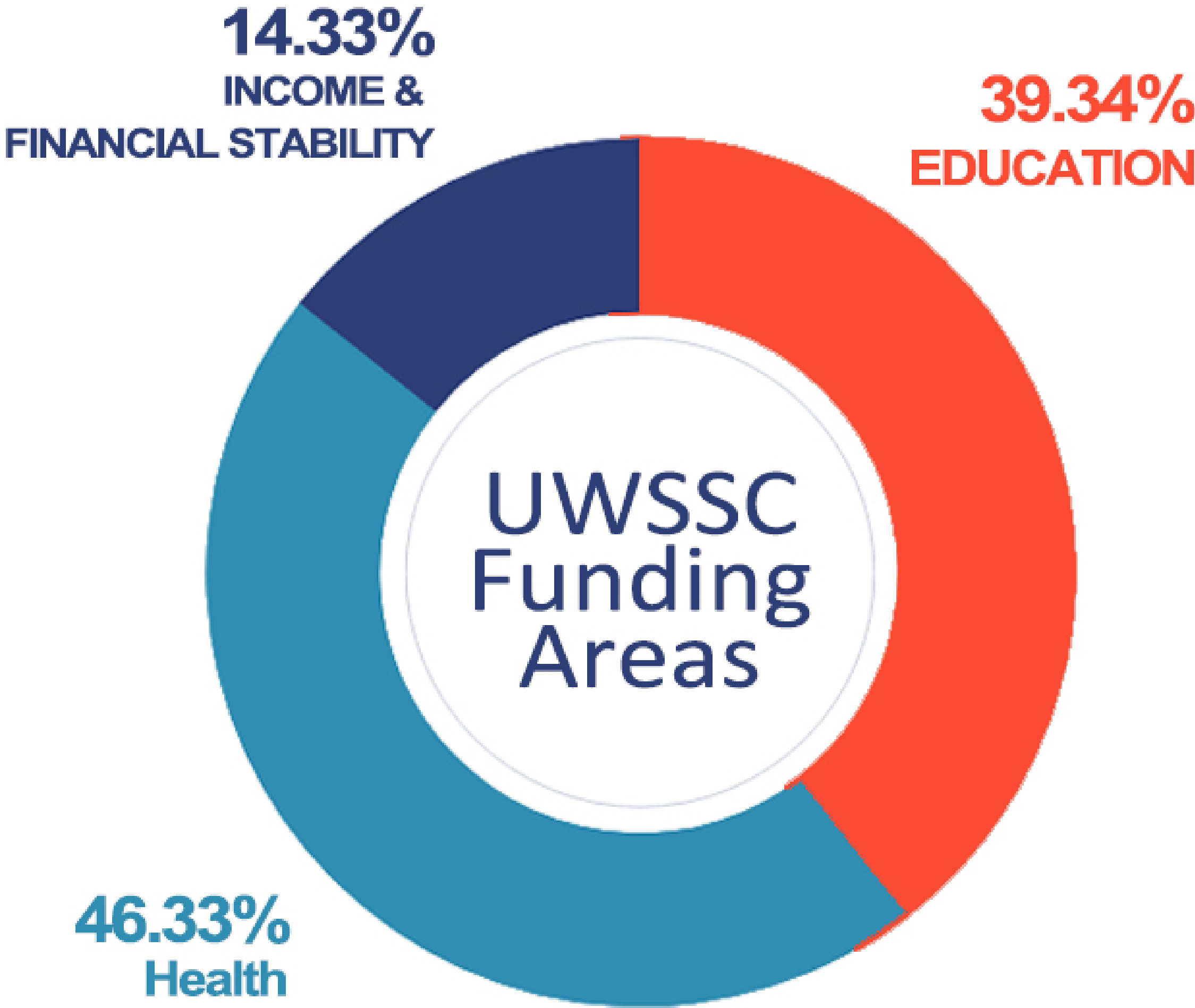
Better define the impact of donor gifts

Strategically engage volunteers

Community Investments



GIVE. ADVOCATE. VOLUNTEER. DONATE.
UNITED WAY OF SOUTH SARASOTA COUNTY



Big Brothers Big Sisters Mentoring Program
CORE VALUE: EDUCATION

Boys & Girls Clubs Scholarships
CORE VALUE: EDUCATION

CHAPS - Food & Hygiene Pantry
CORE VALUE: HEALTH

Child Protection Center
Therapy Program, Supervised Visitation
Personal Safety & Community Awareness
Neglect Evaluations
CORE VALUE: HEALTH

Children First
Early Headstart Program South County
CORE VALUE: EDUCATION

Epilepsy Services
Medical Services & Case Management
CORE VALUE: HEALTH

The Family Network on Disabilities
Respite Services for Children with Disabilities
CORE VALUE: HEALTH

Family Promise - Bridge Housing, Open Doors
CORE VALUE: INCOME & FINANCIAL

Florida Center - Early Intervention Services
Healthy Families, Child and Family Counseling
CORE VALUE: EDUCATION

Girl Scouts - Scholarships
CORE VALUE: EDUCATION

Dear friends and supporters of United Way of South Sarasota County,

We are pleased to announce our funded non-profit agencies and human services programs for this year!

More than 50 volunteers from our Allocations Committee did some amazing work in vetting and reviewing 28 nonprofits and 34 programs that provide services in the areas of Health, Education and Financial Stability.



Barbara Cruz
President/CEO
United Way of South Sarasota County

Their volunteer hours and your support made it possible for UWSSC to disburse more than \$250,000 back into our community. You have my sincere thanks in supporting our mission.

Good Samaritan Pharmacy Walk-in Clinic & Dispensary
CORE VALUE: HEALTH

Gulfcoast Legal - Sr. Citizens Law Program
CORE VALUE: INCOME & FINANCIAL

Literacy Volunteers - Adult Literacy
CORE VALUE: EDUCATION

Loveland Center - North Port Adult Day Training
CORE VALUE: HEALTH

North Port Meals on Wheels
CORE VALUE: HEALTH

Salvation Army - After School & Summer Camp
CORE VALUE: EDUCATION

Senior Friendship Center
Friendship at Home/Crisis Intervention
CORE VALUE: HEALTH

SPARCC - Emergency Shelter
CORE VALUE: HEALTH

Teen Court - Wrap Around Services
CORE VALUE: EDUCATION

Venice Area Mobile Meals
CORE VALUE: HEALTH

YMCA - Englewood Youth Enrichment
CORE VALUE: EDUCATION

YMCA Venice - Early Learning Center
CORE VALUE: EDUCATION

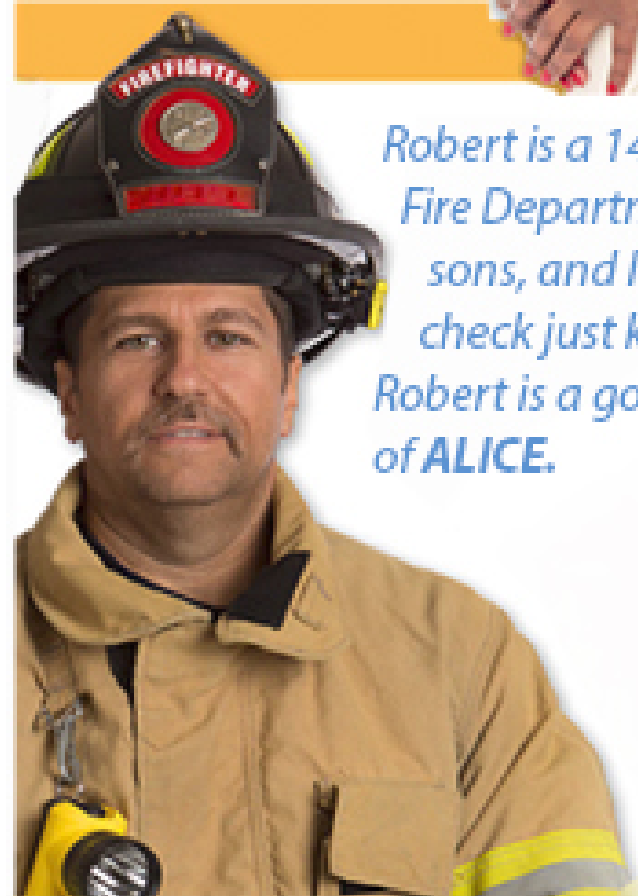
#EssentialALICE

YOU DO KNOW ALICE



James and Elsie are new parents who dream of a better life for themselves and their daughter. James is a security guard and Elsie works retail. They earn just enough to be just above the poverty threshold, which means they don't receive any government assistance, and they need it to help with basic needs. They are ALICE.

Diana works 2 jobs, she goes to school part-time in hopes of obtaining a higher-wage job, to give her a better life. A single mother, She is ALICE.



Robert is a 14 year veteran with the local Fire Department. He has a wife and 2 sons, and lives pay check to pay check just keeping his head above water. Robert is a good example of ALICE.

Your sponsorship dollars will be leveraged as a year end matching campaign challenge!

**BECAUSE OF YOU
THERE IS A WAY**



South Sarasota County

Platinum \$10,000

- Premium placement of your company information and logo in our highly targeted end of year direct mail and digital marketing campaign saturating our South County residences
- Promotion within far reaching cross-platform paid social media advertising campaign with logos and links to your website or social media presence on our digital campaign's website landing page
- Weekly spotlight through our social media channels with your custom message and/or link
- Once per month video promotion of your product or service through our social media channels and dedicated web page for our end of year campaign supporters (Video short creation and oversized greenscreen available if needed)
- Web and email badge designating you at highest level of support for our ALICE population
- Recognition throughout the year via our regular communication channels: newsletter, website entry pop up, recognition at all events, live and virtual (zoom logo), United Way SSC staff email footers
- Keynote speaker opportunity at one of our Women United meetings
- Banner logo presence at all events, live or virtual
- Logo presence through year in all zoom meetings conducted by United Way South Sarasota County

Gold \$5,000

- Company logo and link on landing page in our highly targeted end of year digital direct mail marketing campaign saturating our South County residences.
- Gain promotion in this cross-platform, far reaching paid social media advertising campaign running now through January, 2020
- Every other month spotlight of a custom video promotion of your product or service via our social media channels and dedicated web page for one year from pledge (Video short creation and oversized greenscreen available if needed)
- Web and email badge designating you at gold level of support for our ALICE population
- Recognition through the year of gold sponsor status through our regular communication channels: newsletter, and United Way SSC staff email footers with annual presence on our website.

Silver \$2,500

- Inclusion in our massive digital marketing campaign between now and January, 2020
- Company logo placement and one hyperlink link on our digital marketing campaign landing page
- Once per month promotion company logo and one link our social media channels and dedicated web page
- Creation of a promotional video about your organization (oversized greenscreen available for group shoot.)
- One solo video social media spotlight run - Part of silver supporters compilation series - running every other month in our social media
- Organizational name on United Way email footers and newsletter with annual presence on website

**Join with
us in
Challenging
our Community
to support
ALICE**

**-
We are
mobilizing the
caring power of
our community
through
YOU.**

Join us and complete your sponsorship reservation form on the page that follows.

#EssentialALICE

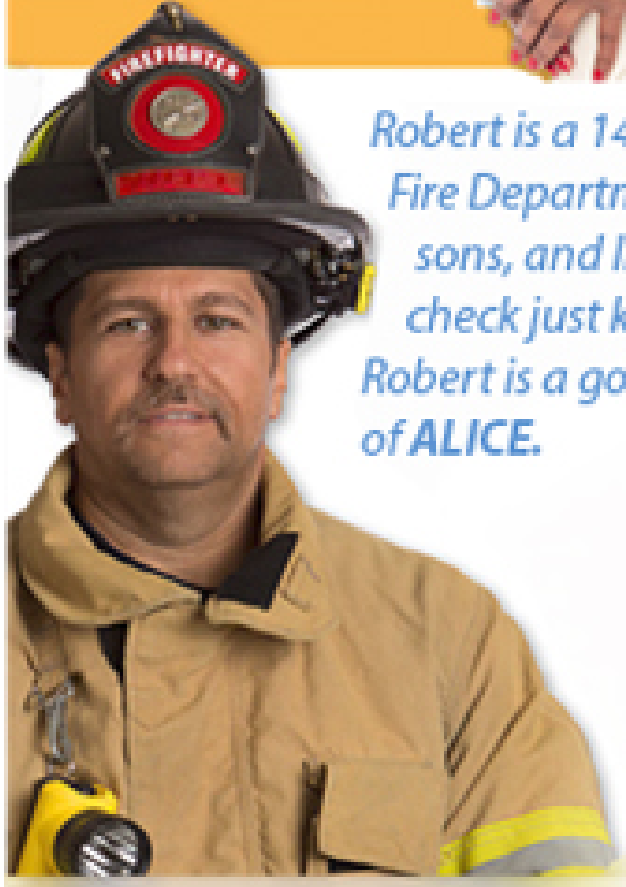
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Robert is a 14 year veteran with the local Fire Department. He has a wife and 2 sons, and lives pay check to pay check just keeping his head above water. Robert is a good example of ALICE.

Your sponsorship dollars are a critical part of a 2020 campaign matching challenge!

**BECAUSE OF YOU
THERE IS A WAY**



South Sarasota County

SPONSORSHIP BENEFITS

ALICE Star Stewardship Sponsor \$1,200

- Inclusion in our massive digital marketing campaign between now and January, 2021
- ALICE Star Stewardship Sponsor Level Company logo placement and one hyperlink link on our digital marketing campaign landing page during our mass mail/digital marketing campaign
- One solo logo and announcement run of your support week of signing
- Once per quarter promotion company logo and one link our social media channels and dedicated web page
- Creation of a :30 video short about your organization (oversized greenscreen available for group shoot.)
- One solo video social media spotlight run - Part of ALICE Star Stewardship Sponsor level supporters compilation series - running every quarter in our social media
- Organization name or personal, family, or in memoriam name on United Way South Sarasota County website through January 2021

ALICE Advocacy Stewardship Sponsor \$500

- Company logo or family name/in memoriam name placement and contact information as a n ALICE Advocacy Stewardship Sponsor level supporter on our digital marketing campaign landing page during our mass mail/digital marketing campaign
- Bi-annual promotion company logo, name or family/in memoriam name and one link our social media channels and ALICE Advocacy Stewardship Sponsor level spot on our dedicated sponsorship web page unless otherwise specified by donor
- Organization name or personal, family, or in memoriam name on United Way South Sarasota County website through January 2021 unless otherwise specified by donor

ALICE Good Neighbor Sponsor \$300

- Shout out on social media for your support unless otherwise specified by donor
- Organization name or personal, family, or in memoriam name on United Way South Sarasota County website through January 2021 unless otherwise specified by donor

**Join with
us in
supporting
our
ALICE
Population**

**-
We are
mobilizing the
caring power of
our community
through
YOU.**

Join us for this important campaign where you can impact the individuals and families who have been profoundly affected by this year's pandemic.

WHO IS ALICE?

ASSET LIMITED

ALICE has no safety net for emergencies

INCOME CONSTRAINED

ALICE's income falls short of basic necessities

EMPLOYED

ALICE is working, but can't afford the cost of living

2.6 MILLION

Floridian's have incomes that exceed the Federal Poverty Level, but cannot pay for basic needs. When you add in households that live below the Federal Poverty Level, that's **3.6 million** people in Florida.

46%

of Florida households are struggling to survive

38%

of the households in South Sarasota County, are at ALICE or below the Federal Poverty Level.

United Way of South Sarasota County
uwssc.org

YOU CAN HELP. GIVE TODAY. **#UnitedforALICE**

2020 Year-End Matching Campaign Sponsorship Reservation

Please make your sponsorship selection below and return this form as soon as possible to ensure that your recognition is maximized in all of our print and/or digital marketing materials, social media and e-blast opportunities.

We thank you in advance for your support.

For more information contact:

Erin Lilly

Director of PR & Resource Development
941.525.4128 development@uwssc.com

<input type="checkbox"/> Platinum Match Sponsor	\$10,0000	<input type="checkbox"/> ALICE Advocacy Sponsor	\$500
<input type="checkbox"/> Gold Match Sponsor	\$5,000	<input type="checkbox"/> ALICE Good Neighbor Sponsor	\$300
<input type="checkbox"/> Silver Match Sponsor	\$2,500	<input type="checkbox"/> OTHER	\$
<input type="checkbox"/> ALICE Star Steward Sponsor	\$1,200		

Complete this form and email to Gwen Schafer at office@uwssc.com, or mail payment to, UWSSC at 157 S. Havana Rd, Venice FL 34292 along with your business logo. Major credit cards, cash and checks also accepted.

Sponsor & Payment Information (Please print)

Business Name: _____

How Name Should Appear in Marketing Materials: _____

Contact Name: _____

Address: _____

City, State and Zip: _____

Phone: _____ E-mail: _____

All checks should be made payable to United Way of South Sarasota County (UWSSC).

Total Due: \$ _____ Payment Type: ☐ Check ☐ Visa ☐ MC ☐ AMEX ☐ Discover

Name on Credit Card: _____

Credit Card Number: _____ Exp. Date _____ CVV _____

Your Name _____ Signature _____

I would like my sponsorship payments to be made ☐ monthly or ☐ quarterly.

United Way of South Sarasota County is a 501 (c) (3) non-profit agency. Sponsorships and donations are tax deductible to the fullest extent allowable by law. The tax treatment of corporate sponsorship contributions should be discussed with your tax professional or legal advisor. UWSSC Federal ID number is 59-1100846.