

# Sponsorship Opportunities

**Local Love** in action



**United Way**  
Kingston, Frontenac,  
Lennox and Addington

United Way KFL&A works closely with the community to ensure that people have the opportunity to reach their full potential and **live with hope, dignity and a sense of belonging.**

Led by volunteers, driven by a small professional staff team, **the United Way KFL&A provides inspiring opportunities for people to get involved** and support issues they care about through volunteering, giving and being advocates for people who are in vulnerable situations.

# Table of Contents

United Way Events & Initiatives.....	4	Day of Caring.....	11
Opportunities With Your United Way.....	5	Backpack Program.....	12
Workplace Volunteer Awards.....	6	Seeing is Believing Tours.....	13
Next Gen Banter with BigWigs.....	6	Sponsored Employee Program.....	13
Tampon Tuesday.....	7	Downtown Kingston Banner Program.....	14
Women United.....	8	Campaign Kick Off Breakfast.....	14
Retirees United.....	9	Campaign Touchdown Breakfast.....	15
Seniors' Food Box.....	10	Winter Clothing Drive.....	16

## Mission

To build and strengthen our community by bringing people and resources together to facilitate change.

## Vision

We see a future where people are self-sufficient in a community where individuals live with hope, dignity and a sense of belonging.

## Values

We will be known as an organization that:

- Operates with integrity, transparency and accountability to the highest ethical standards to ensure public trust
- Provides leadership in driving social change, partnerships and collaborative innovation
- Respects community wisdom by considering diverse viewpoints
- Harnesses and engages the talents and resources in our community to enhance a philanthropic culture
- Promotes volunteerism through creating awareness and engagement

# United Way Events & Initiatives

The United Way KFL&A hosts a number of events and initiatives throughout the year which are made possible through the generosity of our local businesses, corporations, and organizations.

**Sponsors receive a number of advantages:**

## Lead Sponsor

- Name or logo will be featured in the event or initiative invitation or poster
- Name or logo will be featured on United Way's social media platforms
- Name or logo will be placed in the event program if applicable
- Active link to your website will be featured on the United Way website
- Opportunity to offer brief remarks at the event or initiative kick-off
- Opportunity to be mentioned by event's host
- Opportunity to be seated with dignitaries at the event
- Offered a limited number of complimentary tickets to the event

## All Other Sponsors

- Publicly acknowledged at the event or initiative kick-off
- Promoted on United Way's social media – Facebook, Twitter, Instagram, LinkedIn
- Some levels may receive complimentary tickets to the event.

At United Way, we recognize and appreciate that no two companies or organizations are alike. If these opportunities do not suit your business or philanthropic objectives, we would be pleased to customize a package or to develop new and innovative partnerships.

## United Way Opportunities

- Backpack Program
- Campaign Kick Off Breakfast
- Campaign Touchdown Breakfast
- Day of Caring
- Downtown Banners
- Retirees United
- Seeing Is Believing Tours
- Seniors' Food Boxes
- Tampon Tuesday
- Winter Clothing Drive
- Women United
- Workplace Volunteer Awards Luncheon

# Opportunities with your United Way

For many years, United Way has partnered with local businesses, corporations and organizations to help support important community initiatives.

Sponsorship of United Way events and program materials is an excellent way to publicly support your community and the thousands of people throughout our region who benefit from a United Way funded agency or program. United Way KFL&A offers a range of sponsorship opportunities that can help you achieve your marketing interests and support the community.

## **Here are just some of the many benefits of becoming a sponsor:**

- Demonstrate that your organization cares about the community - reinforce your reputation as an organization that supports and gives back to the community
- Align your Corporate Social Responsibility goals with the work being done in the community
- Respond to expectations of employees, consumers and the community for corporate participation
- Improve the quality of life in the community where you, your employees and your customers live, work and raise their families
- Join a growing network - through your sponsorship, you get a chance to network with organizations, community leaders and decision makers in KFL&A
- Receive recognition including promotion in advance of the event, inclusion in social media and profile at the event
- Create a visible connection to the United Way brand by making a multi-year commitment
- Gain recognition and association with a trusted brand

For more information, please contact one of our team members at [campaign@unitedwaykfla.ca](mailto:campaign@unitedwaykfla.ca)

## **United Way KFLA funds programs locally. The money raised here stays here.**

United Way funding supports a network of agencies that provide vital programs to thousands of people in the region – your friends, family members, neighbours, colleagues and individuals in vulnerable situations. These programs support local residents, helping them when they need it the most.

# Workplace Volunteer Awards Luncheon

## Lead Sponsorship - \$10,000

**Approximate number in attendance:** 200

**Date:** April

**Event Details:** 250+ workplaces from Kingston, Frontenac, Lennox & Addington-area workplaces contributed to the overall United Way campaign. Your sponsorship of this event allows the United Way to acknowledge the hundreds of workplace volunteers that make our community stronger every day.

**The new Campaign chair for 2022 will be announced!**

# Next Gen Banter with BigWigs

## Lead Sponsorship - \$6500

## Gold Sponsorship - \$3,000

**Event Details:** Banter with the Big Wigs is a fundraising event, organized and run by volunteers from the United Way Next Gen initiative. This professional event gives the next gen community the chance to rub shoulders and talk to the leaders of our community and local businesses.

**Sponsorship Includes:** Guest speaker at event, logo on all printed material, logo in all advertising of event, link to United Way website, 5 free tickets for clients to event, opportunity to put something in grab bag

### **Attendees include:**

- Upcoming young leaders in the community
- CEO's and Business owners from organizations across KFL&A
- Media representatives Community leaders

“ Next Gen is a great way for younger people to get involved and really learn how they can make an impact. Whether it is through volunteering, planning events or donating, it is really important to join in and connect with other next genners. Together, we can continue to make positive changes in the community through the United Way. ”

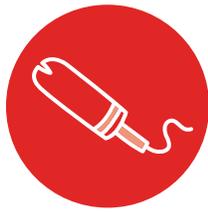
**- Next Gen Cabinet member**

# Tampon Tuesday

## Inkind or Financial Donations Welcome

**Collection dates:** March

Menstrual hygiene products are among the most requested items at local food banks and shelters, but the least donated. In an effort to fill this gap, the United Way works with workplaces and individuals to collect and donate products that are distributed to agencies throughout the community.



**128,000 Menstrual Hygiene products were collected and delivered last year**

### How Can You Help?

- Put a collection bin in your workplace
- Appoint one of your staff as lead to promote within your workplace and coordinate pick up/ drop off with United Way
- Financial donation\* (cash /credit card/cheque/ online donations are accepted at any time)

### What Is In It For You

- Increased staff morale when the organization demonstrates commitment to the community
- Recognition on the United Way website and social media
- You and your staff helping fill a much-needed gap at local agencies

# Women United

## \$2,500 per Event

Women United is an initiative that aims to bring women and resources together under the United Way umbrella in order to change lives and have a lasting positive impact in their local communities.

Learning opportunities are facilitated through receptions and smaller events with speakers who work with women in the community and women who have lived experience and can offer a new perspective. These personal, poignant stories provide an opportunity to enhance knowledge and understanding of the current issue, particularly in the female population.



**Women United members contribute a minimum of \$1,200 annually. This group consists of professionals, community leaders and women of influence in our community.**

### Sponsorship Details:

- You or a member of your team attend events to represent your company
- Your company can invite women clients and/or colleagues
- Your company logo, flag displayed at events and on all invitations
- Recognition on the United Way website
- Speaking opportunity at event (if interested )

“ I feel a sense of duty to the women that have gotten us this far, and to the young girls and women that follow. There is something very special happening around the world right now and Women United is evidence of that right here in Kingston. ”

**- Jane Lapointe, Women United Co-chair**

# Retirees United

## \$2,500 per Event

The goal of the Retirees United initiative is to engage retirees and those about to retire – those who are leaving a local workplace as well as retirees moving to Kingston and area.

The KFL&A area has a growing number of retirees. In the Kingston area 32 per cent of the population is over the age of 55 years. It is likely this trend will continue as the region continues to attract retirees.

Retirees United aims to create a sense of belonging for retirees by engaging them in their community, connecting them to peers and giving them the opportunity to make meaningful contributions of both time and resources.



**It is reported that 1 in 4 seniors do not feel connected to their community.**

### Sponsorship Details:

- Logo/flag at Retirees United Events
- You and/or one of your team to represent your company at event
- Opportunity to invite clients to event
- Recognition on United Way website
- Opportunity to speak at Retirees event (if applicable)

“ In my retirement, I have become more aware of the people in need in our community. I encourage you to support these vital programs by volunteering and by making a donation. Through the United Way you make a difference in the lives of so many. ”

**- Jim Parker, Retirees United**

# Seniors' Food Box

**\$40 per food box**  
**Delivered Twice a Month**

The United Way works with partner agencies, local businesses, Retirees United and many volunteers to deliver hundreds of boxes of food to seniors in need throughout KFL&A.

Vulnerable seniors are able to order a food box that contains healthy food items and staple pantry items at no charge to them. This service offers food security for 400 low-income seniors who are isolated. The volunteer who comes to the door with the food box is sometimes the only person they have seen all month!



**For example: \$4,000 will provide boxes for 100 low-income seniors**

## What Can You Do?

- Your sponsorship will supply seniors with a healthy food box
- Opportunity to engage employee – this can be a team-building opportunity
- Volunteers are always needed to help deliver the food boxes, set up a program at your workplace asking for volunteers to help once a month to pack and deliver the food boxes

## What Is In It For The You?

- You and your staff will be helping lonely, vulnerable seniors in your community
- You are supporting local businesses who provide food for the food box

“ I would like to send a big thank you to the United Way and Kingston Community Health Centres for the Seniors Food Box. I got my third yesterday it included fruit, vegetables, and other food basics. Thank you, you will never know the big sense of relief I got when I opened the package. ”

**- Seniors' Food Box Recipient**

# Day of Caring

**Lead Sponsorship - \$3,000**

**Gold Sponsorship - \$2,000**

**Materials Sponsorship - \$500-750**

**Event Details:** Teams of local employees will roll up their sleeves and learn more about the local agencies that make a difference in the lives of KFL&A residents every day, participating in a one day blitz of painting, landscaping and light maintenance for many local under-resourced agencies.

Your sponsorship dollars will purchase supplies needed to complete these necessary projects and give your brand or business exposure to leaders within our community. It can also support agencies with a day's worth of program funding.

**Donation Kits And Drives:** Workplace volunteers can donate items through a donation collection drive or assemble kits that will be distributed to community members who are in need.

# Seeing Is Believing Tours

**Lead Sponsorship - \$2,500**

**Approximate number in attendance: 120+**

**Date:** TBD (health and safety permitting)

**Event Details:** These bus tours allow participants to see first-hand the impact of their donations in our community by touring local agencies that are funded by United Way. By sponsoring a Seeing Is Believing tour you give volunteers and supporters the opportunity to participate in an enriching experience that speaks to the incredible impact of their donations and time.

Attendees include:

- Local corporate & public sector leaders
- Municipal, provincial and federal government representatives
- CEOs and employees from over 250 organizations across KFL&A
- Local media representatives

# Backpack Program

## Inkind or Cash Donation

**Backpack Program - Collection of items until mid August** (Will also accept donations in early September)

The backpack program is an initiative that works to ensure that families and children have all the supplies they need for a successful year at school.

The United Way KFL&A collects donations from workplaces and community members of backpacks and school supplies. Filled backpacks are distributed through agencies and schools throughout KFL&A to those in need.



**Over 1,400 children and youth started the school year with school supplies and backpacks last year**

### What Can You Do?

- Have a collection bin in your place of business
- Collect the most items in need-, which are back packs, lunch pails, math sets, markers, crayons, scientific calculators, pencil cases, rulers
- Gender -neutral colours are encouraged
- Cash donation. United Way staff purchase items that we did not get enough of with cash donations

### What Is In It For You

- You and your staff are helping to set up students for a successful year
- You are helping to put a smile on the face of a child when he/she opens up their new backpack
- You and your staff are helping to relieve the stress and anxiety for families in your community
- Recognition on the United Way website, twitter and Instagram
- Increased staff moral when the organization demonstrates commitment to the community

# Sponsored Employee Program

## What is the Sponsored Employee Program?

The Sponsored Employee Program is a professional and personal development opportunity for employees with potential in your organization.

Employees from public and private sector organizations are “sponsored” by their employers to help with United Way’s annual campaign. They benefit personally and professionally through this unique opportunity.

Sponsored Employees work as part of a campaign team that supports workplace campaigns in approximately 250+ worksites in KFL&A.

## What’s in it for employers?

### Benefits include:

- Increased staff morale when the organization demonstrates commitment to the community
- Recognition in workplaces at United Way events, in print publications, on the website and in the media
- A re-charged employee; one who has learned new skills, absorbed fresh insights and ideas, made important contacts, is more confident and understands the community better
- Professional development and training for employees

## What’s in it for employees?

### An opportunity to:

- Receive training and experience in fundraising, project and time management, public speaking, sales, communications, negotiation and planning
- Improve leadership, management and team- building skills
- Learn how a successful fundraising campaign works
- Be part of United Way’s work, making a difference in our community

**If you are unable to loan an employee, you can still participate in this exciting program by providing sponsorship money to enable United Way KFLA to hire an individual.**

# Downtown Kingston Banner Program

**Banner Sponsorship - \$400 each or 2 for \$700**

**Number Available - 60**

**Event Details:** This exclusive sponsorship opportunity is available only to workplaces and organizations that support United Way’s annual campaign. Show the community your support daily throughout the campaign period by displaying your organization’s logo, with the United Way logo, on these eye-catching banners, which are showcased on lampposts in busy Downtown Kingston from September through November

# Campaign Kick Off Breakfast

**Lead Sponsorship - \$6,500**

**Gold Sponsorship - \$3,000 Silver Sponsorship - \$2,000**

**Approximate number in attendance - 500**

**Date:** Beginning of September

**Event Details:** Enjoy breakfast, mingle with community leaders as United Way KFLA launches the annual campaign and announces the campaign goal. This event has a high media and public profile, giving large visibility to sponsors and demonstrating community effort in making a difference in the lives of others.

## Sponsorship Details:

- Name or logo will be featured in the event or initiative invitation or poster
- Name or logo will be featured on United Way’s social media portals
- Name or logo will be placed on in the event program if applicable
- Active link to your website will be featured on the United Way website
- Opportunity to offer brief remarks at the event or initiative kick-off
- Opportunity to be mentioned by event’s host
- Opportunity to be seated with dignitaries at the event
- Offered some complimentary tickets to the event

# Campaign Touchdown Breakfast

**Lead Sponsorship - \$6,500**

**Gold Sponsorship - 3000**

**Silver Sponsorship - \$2000**

**Approximate number in attendance - 500**

**Date:** End of November

**Event Details:** This much anticipated event publicly showcases United Way KFLA's annual campaign achievement to the media and workplace volunteers who made it happen. This event offers sponsors, media and community exposure as United Way celebrates another annual campaign completion and success, demonstrating the immense effort and passion galvanized to raise funds for those in need.

## **Sponsorship Details:**

- Name or logo will be featured in the event or initiative invitation or poster
- Name or logo will be featured on United Way's social media portals
- Name or logo will be placed on in the event program if applicable
- Active link to your website will be featured on the United Way website
- Opportunity to offer brief remarks at the event or initiative kick-off
- Opportunity to be mentioned by event's host
- Opportunity to be seated with dignitaries at the event
- Offered some complimentary tickets to the event

“ I get to be the face of the campaign, but the work that is done is really done by workplaces, by volunteers and at the end of the day it is the donors that make the impact. They choose to help their friends, families and neighbours in the most meaningful way and in a way they can see the impact in their day to day life and that is really what the United Way represents in our community. ”

**- Daren Dougall, Former Campaign Chair**

# Winter Clothing Drive

## Cash donation

Agencies are seeing an increase in need. This is an increase in people using services, as well as needing basic items like coats, boots, socks and warmer clothing.

### **“Winter clothing drive continues to provide warmth to community members”**

Workplaces and community members are asked to donate clean, new or gently used coats and boots (coats must be washable only; no leather or heavy wool), and new accessories including new hats, mitts, scarves and socks



**In total, over 1,100 items were donated last year to help keep community members warm**

### **How Can You Help?**

- Have a collection bin in your place of business
- Collect coats, hats, scarves, gloves, mittens, socks
- Cash donation, United Way staff purchase items that we did not get enough of with cash donations

### **What Is In It For You?**

- You and your staff are helping to send a child to school in a warm outfit
- You and your staff are helping to relieve some of the stress and anxiety for families in your community
- Recognition on the United Way website, twitter and Instagram
- Increased staff moral when the organization demonstrates commitment to the community

**Thank You**   
for your local love

[www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)



**United Way**  
Kingston, Frontenac,  
Lennox and Addington