PREFERRED PARTNER
More than 425 businesses, local labor partners and organizations Give, Advocate, and Volunteer through United Way of Rock River Valley. Each year, companies choose to align their philanthropic giving with United Way because of our unique ability to connect people and organizations from across all sectors to make a collective impact on our community’s most difficult challenges.

UNPARALLELED REACH
Locally, United Way of Rock River Valley is a trusted and experienced partner to communities within Ogle and Winnebago Counties. Collectively we impact over 100,000 lives each year. Together, we accomplish more than a single person, group or organization can do alone.

UNDISPUTED LEADER
For over 90 years, United Way of Rock River Valley has worked with leading human service providers across the community to identify the most effective strategies to improve lives. Also, United Way ranks #1 in Forbes magazine’s list of Top 100 Charities and Forbes selected United Way as a Top-Five “All-Star” in fundraising efficiency and low administrative costs. (Forbes Magazine, November 19, 2012)

PROVEN RESULTS
United Way led campaigns outperformed other campaign types, resulting in higher employee and corporate per capita, higher employee average gift, higher campaign growth and higher percent participation. (United Way Worldwide research 2011)

LOCAL EXPERTISE
United Way of Rock River Valley offers on-the-ground knowledge about each community’s specific – and most pressing – needs; addressing root causes and working toward long-term sustainable change. Plus, 100 percent of funds are invested in our community.

RESULTS-DRIVEN SOLUTIONS
United Way builds strong communities and improves lives by leading outcome-based strategies that produce measurable results in the areas of education, income and health – the three key building blocks for a good life. Collecting data and measuring program results consistently across all areas ensures efforts remain aligned with community-wide goals and creates an environment of accountability.
What do I need to run a workplace campaign?

- **Date(s)/Time**: On average, United Way meetings only take about 15 minutes. Their duration is determined by each respective company, however.
- **Campaign Coordinator**: A company representative who is designated to collect all the donations and follow up with a United Way Relationship Management Team member.
- **Commitment**: Corporate leadership should be encouraged to share why it's important to give back to our local community.

Is there a cost to my company for running a campaign? No. United Way provides all the necessary materials to conduct a workplace campaign with staff support. A United Way Relationship Management team member is assigned to your account.

Is my United Way contribution tax deductible? Yes. Giving to United Way, a nonprofit organization classified under Section 510(C)(3) of the Internal Revenue Code, entitles taxpayers who file itemized returns to a tax deduction.

Why give to United Way?
United Way gives you confidence that your gift will be used where it's truly needed. Our trusted experts and knowledgeable staff work with volunteer leaders across the community to determine how funds can do the most good for the most people. Our goal is to build a stronger community for everyone.

How do I partner with United Way?
There are many ways to Give, Advocate and Volunteer through United Way of Rock River Valley:

- Offer your employees volunteer opportunities – for individuals or large groups
- Give a generous corporate gift or a personal Leadership Level gift
- Run an employee giving campaign
- Sponsor United Way initiatives or special events
- Loan an employee to United Way to support our fundraising campaign
- Champion advocacy efforts in the areas of education, income and health by sitting on United Way committees

Learn more about how your company can make a difference by partnering with United Way.

Please call (815) 968-5400 or email campaign@unitedwayrrv.org.

---

Sponsorships

Sponsorship opportunities with United Way are a great way to get your organization noticed and more importantly, to be part of addressing our community needs. Sponsorship opportunities range from community events to initiatives, and come with recognition ranging from having a company logo on invitations, signage and other collateral to speaking as part of an event program and classroom book readings.

Sponsorship options include:

- **Success By 6®** - Over 30,000 books and educational materials are distributed annually to students through local home visit programs and pre-k classrooms as part of Success By 6®, United Way’s school readiness initiative. Organizations may sponsor a book for the month, a school for the year, or the entire program.
- **Volunteer Center Website** - Users quickly connect to volunteer opportunities in the community based on their interests and availability. Organizations may sponsor the entire site, www.wevolunteer.org, or specific pages.

Contact Esther Velez by calling 815-968-5400 or emailing estherv@unitedwayrrv.org for more information on these or other sponsorship opportunities.

We can help develop a package of sponsorships to ensure the greatest impact for your dollars.

---

Paul A. Logli
United Way President/CEO