

# Get Involved United Way *Year of Caring*

Since 1992, local workplace volunteers have participated in *Year of Caring*, connecting companies and organizations to the volunteer power of their employees.

Last year, **more than 3,500 volunteers** from **more than 50 workplaces** participated.

## Workplace Benefits

**Enhance** your profile while improving on our community's greatest challenges and involving your employees in making a difference. Customized projects are available to help achieve your workplace's community goals.

**Engage** employee volunteers in full or half day projects that make a difference in our community. By working together sharing time and talents, volunteers will bond and improve employee morale.

**Unite** on Friday, September 18. United Way is mobilizing 1,000 local volunteers to make change happen in one day and help children and families succeed. The *Year of Caring* Rally will connect people and workplaces from all over the region that care about creating opportunities for families to succeed in school, work and life.



Learn more: [UnitedWayInc.Org/YearofCaring](http://UnitedWayInc.Org/YearofCaring)

For more information and to register your workplace for a volunteer project this fall, please contact:

**Patrick Doyle: [pdoyle@unitedwayinc.org](mailto:pdoyle@unitedwayinc.org) / 860-493-6832**

**LIVE UNITED**



United Way of Central and Northeastern Connecticut

30 Laurel St., Hartford, CT 06106  
860-493-6800 | [unitedwayinc.org](http://unitedwayinc.org)

# United Way *Year of Caring* Sponsorship Opportunities and Benefits

## Lead \$5,000

- Priority access to volunteer projects in United Way's "Get Connected" online registration system
- Up to 750 volunteer slots provided throughout the year
- Customized LIVE UNITED t-shirts for employees who are volunteering in our 40-town area. Sizes S-3X.
- Recognition of sponsorship level with company logo on United Way website
- Recognition as Lead Sponsor on social media at least twice
- Recognition of sponsorship in United Way Annual Report
- Plug-and-Play marketing toolkit including newsletter article, social media info, and more

### *NEW!*

- Up to 250 volunteer slots provided LIVE UNITED t-shirts for all participating Rally volunteers
- Largest company logo placement on Rally t-shirt
- Company logo on Rally email invitations
- Company logo on Rally signage
- Mention in Rally remarks
- Recognition by name in media outreach

## Lend A Hand \$2,500

- Preferred access to volunteer projects in United Way's "Get Connected" online registration system
- Up to 500 volunteer slots provided throughout the year
- Customized LIVE UNITED t-shirts for employees who are volunteering in our 40-town area. Sizes S-3X.
- Recognition of sponsorship level with company name on United Way website
- Recognition as Lend a Hand Sponsor on social media at least twice
- Recognition of sponsorship in United Way Annual Report
- Plug-and-Play marketing toolkit including newsletter article, social media info, and more

### *NEW!*

- Up to 100 volunteer slots provided LIVE UNITED t-shirts for all participating Rally volunteers
- Mid-size company logo placement on Rally t-shirt
- Company name on Rally email invitations
- Company name on Rally signage
- Mention in Rally remarks

## Caring \$1,500

- Advance access to volunteer projects in United Way's "Get Connected" online registration system
- Up to 300 volunteer slots provided throughout the year
- Customized LIVE UNITED t-shirts for employees who are volunteering in our 40-town area. Sizes S-3X.
- Recognition of sponsorship level with company name on United Way website
- Recognition as Caring Sponsor on social media at least once
- Recognition of sponsorship in United Way Annual Report
- Plug-and-Play marketing toolkit including newsletter article, social media info, and more

### *NEW!*

- Up to 50 volunteer slots provided LIVE UNITED t-shirts for all participating Rally volunteers
- Company logo placement on Rally t-shirt
- Company name on Rally email invitations
- Company name on Rally signage
- Mention in Rally remarks

**Additional features for the *Year of Caring*,  
including customized projects are negotiable.**

*Sponsorships run July 1, 2015 through June 30, 2016.*



United Way of Central  
and Northeastern Connecticut

30 Laurel St., Hartford, CT 06106  
860-493-6800 | [unitedwayinc.org](http://unitedwayinc.org)