



CORPORATE SPONSORSHIP OPPORTUNITIES

CAPITAL AREA UNITED WAY



Capital Area United Way



UNITED

Capital Area United Way's collective impact includes investing in Impact Grants to programs in the community through the 3-year funding cycle. CAUW invests in four priority areas within Education, Income Stability, Healthy Living, and Basic Needs. Through 41 programs with nonprofit partners and multiple project-based and COVID grants, we are working to improve the lives of our 10-Parish service area.

For a list of all funded partners, please visit:
cauw.org/fundedpartners



LOCAL

We are committed to our local community whether in good times or bad. Forty-nine percent of CAUW's service area is defined as ALICE (Asset Limited, Income Constrained, Employed) and/or living in poverty. Through initiatives like United We Feed, we have helped our ALICE population keep healthy foods on the table during the COVID-19 pandemic.

CAUW will continually evaluate the needs of the community at this uncertain time and invest dollars into organizations helping ALICE families.



TRUSTED

In December 2020, we received \$5 million from MacKenzie Scott, a national philanthropist. This donation ensures we are a trusted community partner. Over 8,100 donors trust us with their dollars every year, and we can ensure that every dollar raised here stays here—working with community partners to improve the lives of ALICE.

Thanks to the generous support of individual, corporate and philanthropic donors, CAUW has stayed on the front lines of COVID relief and has continued to serve our community through programs like VITA, FamilyWize and United Way 211/CAUW.

32 NONPROFIT PARTNERS


10 LOUISIANA PARISHES

8K+ DONORS

2-1-1 
 A FREE, CONFIDENTIAL SERVICE THAT HELPS PEOPLE ACROSS THE AREA FIND LOCAL RESOURCES

43,707 CALLS MADE
 TO THE 2-1-1 RESOURCE LINE FROM OUR 10-PARISH SERVICE AREA

174,066 DISASTER CALLS STATEWIDE

 PROGRAM PROVIDES BOXES OF FRESH PRODUCE TO ALICE AND POVERTY POPULATIONS

5,865 BOXES DISTRIBUTED

121,252 LBS. OF FRESH PRODUCE DONATED

VITA
 VOLUNTEER INCOME TAX ASSISTANCE

CERTIFIED VOLUNTEERS PROVIDING FREE TAX PREP TO LOW TO MODERATE INCOME FAMILIES

 **\$2,005,299** REFUNDED

5,267 TAX RETURNS FILED

*as of February 2021



UNITED WE FEED TITLE SPONSOR

\$30,000

UNITED WE FEED is a Basic Needs Initiative of Capital Area United Way that leverages corporate and community partnerships to provide fresh produce access to our community's ALICE (Asset Limited, Income Constrained, Employed) and poverty populations.

United We Feed sponsorships allow local businesses to nurture their community by providing fresh nutritious produce to a targeted group of individuals and families, allowing them to save money on groceries and ensure they have access to healthy foods.

This sponsorship level will give the resources to put on two United We Feed events, providing 400 families in need with fresh produce for one week.

TITLE SPONSOR BENEFITS:

- **Company Logo Placement**
 - United We Feed event Save the Date
 - United We Feed event fliers
 - Tocqueville invitations
 - United We Feed event e-vite
 - CAUW event webpage (*1,600+ monthly visitors*)
 - Social media (pre & post event) (*6,500+ followers*)
 - United We Feed event signage
- Company recognition at United We Feed volunteer event(s)
- Caffeinated Conversations (Lunch and Learn) company recognition
- **Eight tickets** to Gottlieb Social Events
- Sponsorship recognition in **Annual Report** (*2,500 copies*)

TITLE SPONSOR EVENT BENEFITS:

- **One Team Entry** at JamJam (*basic cooking team entry*)



2020-2021 UNITED WE FEED IMPACT

Individuals helped: 23,460
 Boxes distributed: 5,865
 lbs of fruits & vegetables: 121,252
 Volunteer hours: 536
 Volunteers: 195



UNITED WE FEED \$5,000 SPONSOR

\$5,000

This sponsorship level allows one company to sponsor the entire event, feeding 200 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at \$25 each.

\$5,000 SPONSOR BENEFITS:

- Social media recognition as a "Sponsor Highlight" (6,500+ followers)
- Press Release
- Sponsorship recognition in **Annual Report** (2,500 copies)
- Logo listed at United We Feed event(s)
- Logo listed on post-event **Thank You email** (21K+ contacts)

UNITED WE FEED \$2,500 SPONSOR

\$2,500 *multiple sponsorships available*

This sponsorship level feeds 100 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at \$25 each.

\$2,500 SPONSOR BENEFITS:

- Social media recognition as a "Sponsor Highlight" (6,500+ followers)
- Sponsorship recognition in **Annual Report** (2,500 copies)
- Logo listed at United We Feed event(s)
- Logo listed on post-event **Thank You email** (21K+ contacts)





UNITED WE FEED \$1,000 SPONSOR

\$1,000 *multiple sponsorships available*

This sponsorship level feeds 40 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at \$25 each.

\$1,000 SPONSOR BENEFITS:

- Social media recognition as a “**Sponsor Highlight**” (6,500+ followers)
- Logo listed at United We Feed event(s)
- Logo listed on post-event **Thank You email** (21K+ contacts)

UNITED WE FEED \$500 SPONSOR

\$500 *multiple sponsorships available*

This sponsorship level feeds 20 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at \$25 each.

\$500 SPONSOR BENEFITS:

- Logo listed on post-event **Thank You email** (21K+ contacts)



COMMITMENT FORM

My company _____ agrees to sponsor _____
at the \$ _____ level.

Company contact name: _____

Address: _____

Phone: (_____) _____ - _____

Payment Methods:

Send me an invoice

Credit Card _____

Company Representative: _____

Date: _____

CAUW Representative: _____

Date: _____

Notes: _____

Thank you for your sponsorship!

Capital Area United Way reserves the right to reallocate any remaining sponsorship dollars not spent on this event.

For full event benefits, sponsorship commitment must be made two (2) months prior to event. CAUW is carefully monitoring the health and well being of the community and will host events either in-person or virtually based on guidelines. Sponsor benefits may be creatively adjusted to ensure proper recognition.

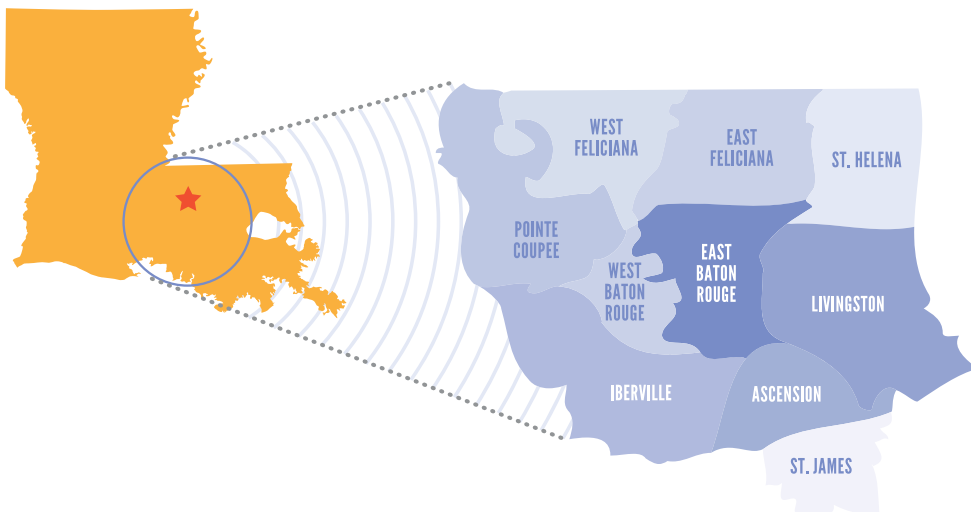
THANK YOU

For more information, please contact Amey Shortess Crousillac (Vice President of Resource Development) at:
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THANK YOU

UNITED
WE
WIN

EACH YEAR, WE HELP
250K+
PEOPLE IN OUR
10-PARISH
COMMUNITY



Capital Area United Way

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