



sponsorship
opportunities

Each year, the United Way of Essex and West Hudson holds various events, each designed to serve a specific purpose. While some are designed as fundraisers, others serve as opportunities to become directly involved with the communities that we serve, and to recognize the valuable contributions of our volunteers. By choosing to sponsor United Way events, you are afforded the opportunity to be an integral part of the impact United Way is making in the community.

Through our core initiatives and vision councils, United Way moves beyond the surface of critical community problems to tackle their underlying causes. We understand that the various issues we face are interrelated and must be addressed together. Our goal is to bring all sectors of the community together to work collaboratively in solving community problems.

As you will see, there are many opportunities for you or your organization to become involved. We would love for you to join us!



Our United Way sponsorship levels are based on the traits that describe who we are today and who we are striving to become. We are a catalyst for change in our communities, we look for approaches that have not yet been taken, we explore alternatives and seek new ways to solve community problems.

SPONSORSHIP PACKAGES:

Caring Sponsor

\$500

Table for 8 at Ashby Breakfast
Toy Drive Sponsor
Lend a Helping Hand and Celebrity Read Site Sponsor

Inspiring Sponsor

\$1000

Above plus:
Community Impact Recognition Award Sponsor
2 tickets to Night of Miracles

Resourceful Sponsor

\$2,500

Above plus
1 month web site sponsorship
Sponsor of a Women's Leadership event

Innovative Sponsor

\$5,000

Above plus
A sponsor of 1 event of your choice

Dynamic Sponsor

\$10,000

A sponsor of 2 events of your choice
2 tickets to Night of Miracles and Business Card in Ad Journal

Results-Oriented Sponsor

\$15,000

A sponsor of 4 events of your choice
2 tickets to Night of Miracles and ¼ page in Ad Journal

What Matters Sponsor

\$25,000

A sponsor of all United Way events
4 tickets to Night of Miracles and ¼ page in Ad Journal

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The Toy Drive

The United Way of Essex and West Hudson Toy Drive purchases toys and stockings to be stuffed and collects new toys to distribute to needy families throughout Essex and West Hudson Counties. The Toy Drive also solicits donations of winter clothing, including new hats, scarves and glove. Families that receive the items are screened by the United Way of Essex and West Hudson. Donations of new toys, dolls, books, games, etc. from individuals , organizations, clubs and companies make up the bulk of our contributions. In addition, The Toy Drive gladly accepts monetary donations in any amount. All monetary contributions are used solely for the purpose of purchasing items to be donated to needy families.

In addition to donations your company or organization may wish to adopt a family. The United Way of Essex and West Hudson obtains complete information about the families that we serve through the Toy Drive. If you choose to adopt a family you will receive all of the pertinent information about that family. The number of adults in the family and the number of children, ages and sex. You may then purchase gifts specifically for your adopted family. You may choose to bring the families gifts to the United Way for pick up by the family or you may choose to deliver the gifts directly to the family you've adopted.

As a Toy Drive Sponsor you receive:

- *signage at our Toy Drive location;*
- *your company name on the United Way website as a Toy Drive sponsor; and*
- *your company name listed in all media releases as a Toy Drive sponsor.*

The Ashby Award & Breakfast

United Way of Essex and West Hudson's *William M. Ashby Community Service Award* was established in 1990, in honor of William Ashby, noted author, civil rights leader, founder of the local United Way and the Newark affiliate of the Urban League. In creating the Ashby Award, we sought to honor Mr. Ashby's legacy of service, as well as to recognize those individuals whose contributions to our community reflect the ideals of the outstanding leader after whom the award is named. Each year we recognize an individual who has demonstrated outstanding leadership, commitment and dedication to the people of our communities, and whose contributions have made dramatic differences in the overall quality of life in our community.

Nominations for the award are made by community groups and the public at large. The recipient is determined by an independent selection committee.

As a Ashby Sponsor you receive:

- *signage at the Ashby Breakfast at the Newark Club;*
- *your company name on the United Way website as an Ashby sponsor;*
- *your company name listed on the Ashby Award Breakfast program;*
- *your company name in all media releases as an Ashby sponsor.*



inspiring

Community Impact Recognition Event

Each year we recognize the contributions made by individuals and organizations that have assisted us, and the community, by giving of their time, talent, energy and resources to make our community a better place to live, work, and play. Through volunteer service, people can strengthen and improve the quality of life within their communities, and help themselves and others to live happier, healthier and more productive lives.

In the past year United Way volunteers amassed an excess of 20,000 hours of service equivalent to a savings of over \$300,000! More importantly, because volunteers spend a great deal of their time managing workplace campaigns or participating in other fund raising efforts – their volunteer time resulted in a campaign that generated more than \$5 million that was used to reduce the number of children exposed to lead poisoning, feed an individual afflicted with HIV/AIDS, provide a safe place for kids to go after school and many more valued and needed community services.

Through the Community Impact Recognition Reception we take the opportunity to honor and celebrate those who have provided outstanding and exemplary service to the United Way. All of them working hard to assist the United Way in making sustained community changes.

As a Community Impact Recognition Reception sponsor, you will align yourself with community agencies and individuals that provide community impact through the contribution of their time and talents. You will have the name of your organization reach more than 1,000 invitee's in thirteen different communities throughout Essex and West Hudson as well as volunteers living in communities throughout Northern New Jersey and New York City.

As a CI Recognition Reception Sponsor you receive:

- *signage at the Community Impact Recognition Reception;*
- *your company name on the United Way website as a CI Reception sponsor;*
- *your company name on the CI Reception program as a sponsor;*
- *your company name in all media releases.*

Lend a Helping Hand Day

Lend a Helping Hand Day is an event that exemplifies the United Way system at work – making the most of your caring in the lives of children and youth, families and seniors in our community. The activities offer a way for local employees to participate in hands-on volunteer projects that will impact the lives of those who need it most.

Caring individuals in Essex and West Hudson who want to lend a hand and make a difference in their local community can spend all or part of a day on activities that may include indoor projects such as painting, clean-up, minor repairs and/or outdoor projects such as planting/gardening, clean-up, outdoor painting and minor repairs. Lend a Helping Hand Day provides an opportunity for volunteers to build stronger relationships with those on their work team, learn new skills, and make a visible difference in our community.

As a Lend a Hand Day Sponsor you receive:

- *signage at Lend a Helping Hand Day site(s);*
- *your company name on promotional items and giveaways for volunteers;*
- *your company name on the United Way website as a Lend a Helping Hand sponsor;*
- *your company name on all media releases.*



resourceful

Celebrity Read Program & Breakfast

As a part of United Way of Essex and West Hudson's investment in our community's youth, and in celebration of African American History Month, the *Celebrity Read* program was developed in 1990. *Celebrity Read* is designed to inspire our youth with information about the important contributions people of color have made to American and world history. More importantly, the goal is to bring real life role models who are willing to share their life experiences and, in the process, instill a sense of pride and hope for the tremendous potential that exists when people work together as a community. *Celebrity Read* now proudly boasts over 400 volunteers from a wide variety of racial, ethnic and gender groups.

Young people growing up in today's world are faced with problems in life that can seem insurmountable. Drugs, poverty, and lack of economic opportunity can rob our youth of their dreams for a brighter tomorrow. As a result, every person who has succeeded in life is a potential source of inspiration. No matter what your occupation, income level or past experiences, the person you are can be an example of a person they might become. Your success and your willingness to take time out for them are moving examples of what can be and give them a first-hand look at some of the alternatives that exist.

The young people of today will be the doctors, lawyers, legislators and leaders of tomorrow. They are the ones who will make crucial decisions, identify critical problems and develop innovative solutions. Our greatest hopes for the future lay in what we are willing to invest in the young people in our community today.

As a Celebrity Read sponsor, you will have the ability to provide support to this critical program. Your name or the name of your business will be prominently displayed on Celebrity Read banners, posters, brochures, invitations and press releases. Celebrity Read marketing materials are distributed throughout the Urban Essex County communities of Newark, Irvington, East Orange, Orange, and South Orange/Maplewood using all media formats.

As a Celebrity Read Sponsor you receive:

- *signage at Celebrity Read school(s);*
- *your company name on promotional items/giveaways to students;*
- *your company name on the United Way website as a Celebrity Read sponsor;*
- *your company name listed on the Celebrity Read Breakfast program as a sponsor;*
- *your company name listed on the Celebrity Read Brochure as a sponsor;*
- *your company name on all Media releases.*

Night of Miracles Gala

The Women in Support of United Way of Essex and West Hudson's Annual Night of Miracles is a black tie gala that raises dollars and awareness for Success By 6[®]. Formed in 1997, The Women in Support of United Way (WIS) is a volunteer group that works to develop additional resources with a particular emphasis on children. Through their annual black-tie gala, this diverse group of women raised the initial funding for Success By 6[®], which addresses the needs of children from pre-natal to age 6. With this year's event they will have raised a cumulative total of over \$1,000,000. The group's efforts attracted the attention of The Prudential Foundation, which in 1998 pledged a three year, \$1.35 commitment to Success By 6[®] which they renewed at that same level in December 2001. The Women in Support and their benefit have been recognized by the United Way of America with the "Innovation Award" for women's philanthropic initiatives for their ability to leverage funding for Success By 6[®].

For further information about Night of Miracles Gala Sponsorship please contact June Launay, Assistant Vice President of Marketing and



innovative

Women's Leadership Program

The mission of the United Way of Essex and West Hudson Women's Leadership Program is to improve people's lives by mobilizing the caring power of women in our communities, by increasing women's involvement and leadership in philanthropic and volunteer efforts. At United Way, we recognize and applaud the talents of women. By unleashing their strengths, we can generate a positive force in our community and provide women with some of the most rewarding, challenging and uplifting experiences and relationships of their lifetime. Bi-annual events, centered on topics of interest, will convene women who are investing their dollars, their time and their best ideas in solutions to issues that our community cares about.

United Way Women's Leadership honors the vital role that women play in our community and is dedicated to significantly increasing the opportunities for women to fully participate as philanthropists.

For more information about Women's Leadership please contact Sarah Brelvi, Director of Major Gifts, 973-624-8300 x230.

As a Women's Leadership Sponsor you receive:

- ***signage at Women's Leadership events;***
- ***your company name on the United Way website as a Women's Leadership sponsor;***
- ***your company name listed on the Women's Leadership programs as a sponsor;***
- ***your company name on all media and press releases related to Women's Leadership.***



We thank you for taking time to consider how you can be a part of solving our community's problems. We know that it only takes a few committed individuals to make a great impact.

Because of your support of the United Way, the lives of real people are changed for the better as we work together to build stronger communities in our region.

dynamic

what matters.



**United Way of Essex
and West Hudson**

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