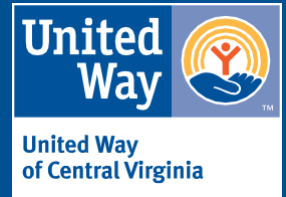


# CORPORATE KEYSTONE PARTNER PROGRAM



The United Way of Central Virginia’s purpose is to improve the quality of life for our most disadvantaged neighbors by identifying the region’s critical needs and deploying resources to achieve positive, sustainable community change. **We focus our resources on funding strong, well-managed programs and initiatives at our 25 partner agencies.**

Annual workplace employee campaigns, corporate gifts and individual gifts are United Way’s major sources of funding. **In 2022 over 100 local workplaces conducted United Way employee giving campaigns.**

In fulfilling our purpose and commitment to the region, the United Way of Central Virginia incurs necessary operating expenses including fundraising, marketing, and staffing. We are diligent about our fiduciary responsibility and are proud to maintain operating costs at **15%**.

To ensure that donated funds have the greatest impact on those in need, we offer corporate partners the opportunity to participate in our Corporate Keystone Partners program. **Corporate Keystone Partners are companies who choose to direct their annual corporate gifts to pay the United Way of Central Virginia’s administrative and campaign expenses. As a result, 100% of their employees’ donations go directly toward helping people in Central Virginia by supporting 36 funded programs at our 25 partner agencies.**

Corporate Keystone Partners also gain valuable marketing and public recognition for their donations.

## CORPORATE KEYSTONE LEVELS

	PLATINUM \$50,000+	WHITE GOLD \$30-49,999	TITANIUM \$15-29,999	PEWTER \$5-14,999	COPPER \$2,500-\$4,999
Logo recognition on advertising, media & print.	Yes	No	No	No	No
Logo recognition on bi-monthly UWCV e-newsletter.	Yes	Yes	No	No	No
Verbal recognition as Corporate Keystone Partners at UWCV events.	Yes	Yes	Yes	No	No
Logo recognition on specified printed materials at events.	Yes	Yes	Yes	No	No
Your logo & link to your website on UWCV’s website.	Yes	Yes	Yes	Yes	No
Recognition in UWCV Annual Report that is distributed widely.	Yes	Yes	Yes	Yes	Yes
Recognition in local newspaper regarding partnership with UWCV.	Yes	Yes	Yes	Yes	Yes
Recognition in UWCV lobby.	Yes	Yes	Yes	Yes	Yes

Membership requirements include an annual gift valued at \$2,500 or more which covers the administrative costs of the United Way budget. Through your Corporate Keystone Partnership, together we can inspire more employees to give and care for our community.