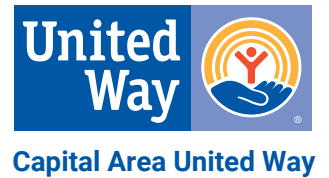




CORPORATE SPONSORSHIP OPPORTUNITIES

UNITED WE FEED





UNITED

Capital Area United Way invests in three priority areas through its 3-year funding cycle: Education, Health, and Income Stability.

We also provide additional grant opportunities outside of the 3-year funding cycle for project-specific initiatives, disaster grants, and Basic Needs. These grants allow Capital Area United Way to respond to our community's needs year after year.

For a list of 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) living below the threshold of poverty. Through initiatives like United We Feed, we have helped ALICE keep healthy foods on the table during rough times.

We continue to serve the ALICE population through initiatives such as United Way 211/CAUW, VITA, United We Feed, Singlecare, and United 4 Vets.



TRUSTED

In December 2020, we received \$5 million from MacKenzie Scott, a national philanthropist. This donation demonstrates confidence in our organization as a community partner. Over 9,600 donors trust us with their dollars every year, to ensure that every dollar raised here stays here—working with local community partners to improve the lives of ALICE.

Your donation to Capital Area United Way accomplishes more than that same contribution could accomplish anywhere else. Your gift, combined with those from other donors, makes a real impact across our 10-Parish service area.

4+ MILLION \$ INVESTED

10 LOUISIANA PARISHES UNITED WAY/211 SERVES 11 PARISHES

9.6K+ DONORS



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.

UNITED WE FEED Title Sponsor (\$30,000 level) partners with Capital Area United Way in its commitment to provide fresh produce and supplemental resources to the ALICE population throughout the year based on current need. Title sponsorship status will include all benefits listed in the chart below plus company logo placement on all UNITED WE FEED materials both in print and digitally. In addition, eight tickets to Gottlieb Society events throughout the year, one team entry to Jambalaya Jam and host 2 team building United We Feed events along with participating in others throughout the fiscal year.

	EVENT SPONSOR \$5,000	FEED SPONSOR \$2,500	BOX SPONSOR \$1,000	APPLE SPONSOR \$500
LOGO & PUBLIC RELATIONS				
Company Logo Placement				
- Press Release	●			
- CAUW event webpage (1,600+ monthly visitors)	●	●		
- Social Media (post event) (6,500+ followers)	●	●	●	
- Company recognition at United We Feed volunteer event(s)	●	●	●	●
- Sponsorship recognition in the Annual Report	●	●	●	●
- Logo listed on post-event Thank You email	●	●	●	●
EVENT BENEFITS				
- One Team Entry at Jambalaya Jam (basic team entry)	●	●		

49,400 INDIVIDUALS HELPED

12,350 BOXES DISTRIBUTED

544,147 LBS FRUIT & VEGETABLES

536 VOLUNTEERS

2,144 VOLUNTEER HOURS

*April 1, 2020 - May 7, 2022



COMMITMENT FORM

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

Company contact name: _____

Address: _____

Phone: (_____) _____ - _____

Payment Methods:

Send me an invoice

Credit Card _____
credit card number date CVS

Sponsorship Recognition Name: _____

Please indicate how sponsor name should appear on event materials. Please email high resolution jpeg or png file logo to ashleym@cauw.org

Company Representative: _____

print

signature

Date: _____

CAUW Representative: _____

print

signature

Date: _____

Thank you for your sponsorship!

Capital Area United Way reserves the right to reallocate any remaining sponsorship dollars not spent on this event to programs and projects serving the ALICE population.

For full event benefits, sponsorship commitment must be made two (2) months prior to event.

THANK YOU



Capital Area United Way

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

Office: 225-382-3511; **Fax:** 225-383-9922; **Email:** ameyc@cauw.org



IN KIND COMMITMENT FORM

Event name: _____

Company: _____

Contact name: _____

Address: _____

Phone: (_____) _____ Email: _____

Sponsorship Recognition Name: _____

Please indicate how sponsor name should appear on event materials. Please email high resolution jpeg or png file logo to ashleym@cauw.org

Donation Details

Item description:

Fair Market value \$ _____

Approved/received by: _____

In-Kind sponsorship benefits will be honored at the \$ _____ level (if applicable)

Thank you for your in-kind donation!

THANK YOU



Capital Area United Way

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

Office: 225-382-3511; **Fax:** 225-383-9922; **Email:** ameyc@cauw.org

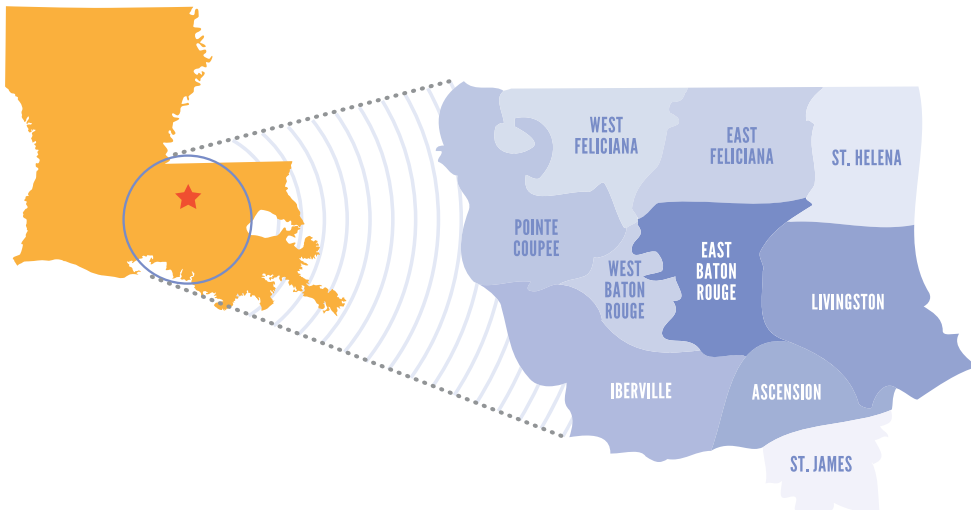


UNITED WE WIN

EACH YEAR, WE HELP

250K+

PEOPLE IN OUR
10-PARISH
COMMUNITY



Capital Area United Way

700 LAUREL STREET
BATON ROUGE, LA 70802
(225) 383-2643 • CAUW.ORG

