

LIVE UNITED

2023 PARTNERSHIP GUIDE

Your Company
+
Our Community

A Wise Investment



2023 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



Thad West
Board President
Frito Lay



Mike Phillips
*Vice President
& Campaign Chair*
St. Bernards



Rob Lance
Treasurer
Evolve Bank & Trust



Mark Morrow
Secretary
Arvest Bank



Bethany Noto
Campaign Co-Chair
First Horizon Bank

MEMBERS-AT-LARGE



Misty Carr
ABB, Inc.



Keith Cragg
Summit Utilities



Melanie Edens
NEA Baptist



Bryce Goad
Centennial Bank



Audrey Guinn
Jonesboro Radio
Group



Mitch Hovis
First National Bank



LaGanzie Kale
KLEK



Steven Lamm
Jonesboro Unlimited



Loretta McGregor
A-State



Drew Milner
Gardner Milner, PLLC



Lydia Parkey
St. Bernards



Bill Pate
Coca-Cola Company



Hannah Stroupe
Simmons Bank



Tony Thomas
City of Jonesboro



Jeremy Wooldridge
Crowley's Ridge
Development Council



Katey Provence
Ex Officio
A-State

OFFICE STAFF



Jenny Keller
Executive Assistant



Erin Calhoon
Director of Resource
Development



Heather Coats
Director of Community
Impact



Tamra Wackerly
Marketing and
Events Coordinator



Austin Shultz
Accountant

United Way Mission

Working side by side with our community, United Way of Northeast Arkansas collects and invests our local and financial resources, targeting critical needs to build a sustainable, equitable future for our neighbors.



Investing for Impact

Our collective approach and the scope of the work we do together is what makes United Way unique. Becoming a corporate partner or sponsoring a United Way event feels good, but makes good business sense too. Studies show consumers are more likely to support organizations that are involved in the local community and employees stay longer at companies who value their community and passions. United Way's brand is recognized throughout the world and carries tremendous value. You can feel good about your investment because healthy communities are good for business. United Way will support and promote your investment through recognition on marketing materials, extensive media coverage and recognition in United Way reports.



UNITED

Each year, we rally the entire community together to gather funds, knowledge and passion to address the issues no one can tackle alone. Individuals, businesses, government agencies, volunteers and nonprofit organizations come together to create change in our communities. Through the uniting of these resources, we are able to partner with nearly 20 local nonprofit organizations each year to provide funding for the critical services they provide in our community. This is how we #LiveUnited.



LOCAL

United Way of Northeast Arkansas has been a trusted partner in our community since 1955.

Annually, we generate, manage and invest our community's most valuable resources across the 9 counties we serve. We partner with more than 100 companies and organizations to host workplace campaigns across all industries, complete volunteer projects, and provide human services to those in need.



TRUSTED

Each year, volunteers from all industries join our efforts to serve and make a difference in our communities. Volunteers may join us by serving on a planning committee to fundraise right here in NEA, through various community service events and many other projects hosted by United Way. We have nearly 1,000 volunteers join us each year to accomplish our mission!



EFFECTIVE

We are proud to be led by a 20+ member governing Board of Directors, made up of local leaders. Our Board works with our Regional Impact Committee to ensure our funds are distributed to local, trusted nonprofit organizations, ensuring United Way continues to act as a wise and effective steward of the funds distributed across NEA annually.

18

NONPROFIT PARTNERS

100

COMPANIES
AND EMPLOYERS

4,583

VOLUNTEER
HOURS

69,679

NEIGHBORS
IMPACTED

WHY PARTNER

HOW TO PARTNER

Partner with us and help our community while reaching top community leaders, corporations and families through ongoing, joint promotional opportunities.

We offer various forms of corporate partnership opportunities through workplace campaigns, corporate gift opportunities, sponsored events, and in-kind donations. We have listed some opportunities below. While we believe the opportunities below provide the greatest value, we are happy to discuss a customized opportunity if you have something in mind or would like to make in-kind donations! Please reach out to our Director of Resource Development, Erin Calhoon at erin.calhoon@local.unitedway.org to learn more.

1 EMPLOYEE WORKPLACE CAMPAIGNS

During a workplace campaign, executives and volunteers within a company encourage their co-workers to join United Way's work through a donation or pledge to United Way's Annual Campaign. Workplace campaigns are the largest share of our fundraising efforts, making up about 60% annually.

2 CORPORATE GIVING OPPORTUNITIES

United Way's premier partnership opportunity is through Corporate Giving. Companies have the opportunity to partner with United Way at the corporate level in two primary ways: a simple corporate campaign gift of any amount or a corporate employee matching gift that matches the gift of employees during their annual workplace campaign. Both gift types are eligible for Corporate Benefits and will receive on-going recognition and media coverage throughout the year as a leading partner of United Way.

Employee Giving Match

Corporate Employee Matching Gifts are a great way to kick-start your company's workplace campaign success through supporting employees in their giving efforts. Our partners will encourage their companies to reach a goal of a set amount, with the promise of matching that gift dollar for dollar.

Corporate Gift

Corporate Campaign Gifts are a major driving force in helping us reach our annual campaign goal. Many companies will donate a corporate gift on behalf of their employees in lieu of hosting a workplace campaign, supporting both their employees and our community!

3 A LA CARTE EVENT SPONSORSHIPS

Many of United Way's Annual Events have been long-standing pillars in our community. These events attract our most influential community members, including top business leaders, professionals, and philanthropists to give you a premier venue for networking. We have included additional information about these events later in our guide.

- Day of Caring
- Batting for a Better Tomorrow
- Stuff The Bus



City Water & Light



Frito Lay



Hytrol



ABB

CORPORATE GIFT OPTIONS & BENEFITS

United Way accepts corporate gifts in the two primary forms listed below. Both gift types are eligible for our Corporate Gift Benefits.



Corporate Campaign Gifts are one-time gifts given to United Way of Northeast Arkansas.

Corporate Employee Matching Gifts are corporate pledges to encourage workplace giving campaigns to reach their full potential. Companies will match employee gifts dollar for dollar.

Partner Level	Champion \$20,000	Game Changer \$10,000	Visionary \$5,000	Mission \$2,500
Board Position Invitation	●			
Regional Impact Committee Invitation	●			
Speaking Opportunity at an Event	●			
Funded Nonprofit Tour Invitation for 2 Employees	●	●		
Feature in Campaign Video (when applicable)	●	●		
Special Recognition at United Way Events	●	●		
Logo Featured in Campaign Brochure	●	●		
Logo Priority Placement in Annual Report	●	●	●	
Logo Featured on Annual Campaign T-Shirt	●	●	name only	
Recognition on Television	●	●	name only	
Recognition at United Way Office	●	●	●	
Social Media Recognition as Corporate Partner	●	●	●	name only
Name featured in Campaign Celebration Press Release	●	●	●	●
Listed on United Way Website with Link	●	●	●	●
Check Presentation Photo Opportunity	●	●	●	●
Window or Plaque Decal	●	●	●	●

*Company match totals will be based on standard industry attrition rate to determine partner level

CORPORATE AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

☐ CHAMPION - \$20,000

☐ GAME CHANGER - \$10,000

☐ VISIONARY - \$5,000

☐ MISSION - \$2,500

☐ MY COMPANY IS INTERESTED IN AN EMPLOYEE GIVING CAMPAIGN WITH A CORPORATE MATCH



Please return to:
United Way of Northeast Arkansas
407 Union St.
Jonesboro, AR 72401
or email erin.calhoon@local.unitedway.org

CORPORATE GIVING

EVENT DETAILS

Since 1994, hundreds of volunteers have joined together with their companies to participate in our area's largest community service day. Through your Day of Caring sponsorship, your company will have the opportunity to immerse your employees into the work being done in our community, while increasing your visibility among more than 500 of our local community members and leaders.



2022 HIGHLIGHTS

550+

**LOCAL VOLUNTEERS, REPRESENTING
MORE THAN 50 LOCAL BUSINESSES**

\$25,000

**SAVED IN OUR COMMUNITY THROUGH
COMPLETED SERVICE PROJECTS**

2,233

**VOLUNTEER HOURS
IN ONE DAY**

50

**PROJECTS COMPLETED, REPRESENTING MORE THAN
50 LOCAL NONPROFITS AND ORGANIZATIONS**

EMPLOYEE ENGAGEMENT OPPORTUNITIES

United Way of Northeast Arkansas coordinates hundreds of hands-on projects for over 500 volunteers on Day of Caring. Through your sponsorship, your company will have the opportunity to not only participate as volunteers for the event, but will be recognized as a leader in community service in Northeast Arkansas.



DAY OF CARING SPONSORSHIP OPPORTUNITIES

Partner Level	Presenting \$5,000 (1 Available)	Hammer \$2,500 (5 Available)	Wheelbarrow \$1,000 (Unlimited)
Exclusive Event Branding with United Way	●		
Speaking Opportunity at Day of Caring Breakfast Kickoff	●		
Logo banner featured on stage at Breakfast Kickoff	●		
Priority Placement in Day of Caring Annual Group Photo	●		
Project Selection Priority*	●		
Reserved Seating at Breakfast Kickoff	●	●	
Recognition on Radio	●	●	
Logo feature in Day of Caring Recap Video	●	●	
Logo featured on Guest Table Tents (40+)	●	●	
Logo on Day of Caring T-Shirt	prominent feature	●	name only
Logo on Print Media	●	●	name only
Recognition on Social Media	●	●	name only
Logo Signage at Entrance of Breakfast Kickoff	●	●	name only
Logo on Website	●	●	name only

DEADLINE: AUGUST 4, 2023

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

☐ \$5,000 PRESENTING SPONSORSHIP

☐ \$2,500 HAMMER SPONSORSHIP

☐ \$1,000 WHEELBARROW SPONSORSHIP



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 United Way of Northeast Arkansas
 407 Union St.
 Jonesboro, AR 72401
 or email erin.calhoon@local.unitedway.org

DAY OF CARING

EVENT DETAILS

United Way of Northeast Arkansas' Stuff the Bus is a community-wide school supply drive with multiple locations, covering eight counties and serving 20 school districts across Northeast Arkansas. Each year, Stuff the Bus draws parents, teachers, students, and residents across Northeast Arkansas together for the common goal of helping our students succeed in school. 45% of the schools participating in Stuff the Bus have 100% of their student population qualifying for the free lunch program. Children from families with incomes below 130 percent of the poverty level are eligible for free meals.

40% of the participating schools have more than 50% of their student population that qualify for the reduced lunch program. Those with incomes between 130 percent and 185 percent of the poverty level are eligible for reduced-price meals. This supply drive provides students with needed supplies for the school year that otherwise may be financially impossible for families to afford without this drive.



2022 HIGHLIGHTS

9
LOCATIONS

15
COMMUNITY TEAM DRIVES

20
PARTICIPATING SCHOOLS

38,045
SUPPLIES COLLECTED

IN 2022, COVERAGE THROUGH KAIT8 ALONE RECEIVED 508,530 IMPRESSIONS
For years, we have partnered with KAIT8 and Jonesboro Radio Group to put on our Stuff the Bus event.

EMPLOYEE ENGAGEMENT OPPORTUNITIES

We are always looking for volunteers for our Stuff the Bus event! Our leading 4 sponsors will have the opportunity to provide volunteers and serve as the site leader and sponsor of one of our event locations. Location selection will be given on a first come first serve basis.



STUFF THE BUS SPONSORSHIP OPPORTUNITIES

Partner Level	Presenting \$10,000 (1 Available)	Bus \$5,000 (3 Available)	Backpack \$2,500 (5 Available)
Event Co-Branding with United Way and Media Partners	•		
Opportunity to Host Thank you Kick-Off Friday Before Event	•		
Participate in KAIT Mid-Day	•		
Participate in Jonesboro Radio Group Interview	•	•	
Opportunity to Sponsor an Event Location*	first selection	second selection	
Recognition on Radio & Television	•	•	
Logo Signage at Events Across 8 Counties	prominent feature	•	name only
Logo on United Way Website	prominent feature	•	name only
Logo on Print Media	prominent feature	•	name only
Recognition on social media	•	•	•

25% of sponsorship will be designated to purchase school supplies

*Location Selection for \$5,000 level will be first come, first served. Sponsor may serve as site leader for their sponsored location. Sponsor may provide tent, banner and signage at sponsored location, as well as invite company employees to host site.

DEADLINE: JULY 7, 2023

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

☐

\$10,000 PRESENTING SPONSORSHIP

☐

\$5,000 BUS SPONSORSHIP

☐

\$2,500 BACKPACK SPONSORSHIP

SIGNATURE _____



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407 Union St.
Jonesboro, AR 72401
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STUFF THE BUS

EVENT DETAILS

For almost 10 years, United Way of Northeast Arkansas has hosted its youth softball tournament for girls ages 6U through 18U. The softball tournament serves as one of United Way's largest annual fundraising events. The event brings not only local tournament teams, but teams from across the state and into the Bootheel of Missouri. We are proud to continue to offer this two-day tournament as an opportunity for our youth to excel in their skills.



2022 HIGHLIGHTS

34 TEAMS

OVER 1,000
GATE ENTRIES

EMPLOYEE ENGAGEMENT OPPORTUNITIES

As you can imagine, our annual softball tournament takes numerous volunteers to put on! We love for our sponsors to have representatives from their company on-site during the event. We welcome your team to volunteer for this two-day event held annually during the month of August.



BATTING FOR A BETTER TOMORROW SPONSORSHIP OPPORTUNITIES

Partner Level	Presenting (Sold)	Gate Sponsor \$1,000 (2 Available)	T-Shirt Sponsor \$1,000 (1 Available)	Award Sponsor \$1,000 (1 Available)	Field Sponsor \$500 (Unlimited)
Event Co-Branding	●				
Opportunity to table at event	●				
Participate in KAIT's Mid-Day prior to event	●				
Participate in radio interview prior to event	●				
Opportunity to provide logo tent at event	●	●	●		
Logo feature in all award ceremony photos				●	
Logo banner at event	prominent feature	●	●	featured in championship photos	featured on sponsored field
Recognition on radio	●	●	●	●	
Logo on website	●	●	●	●	name only
Recognition on social media	●	●	●	●	●
Logo on print media	●	●	●	●	name only
Logo on Event T-Shirt	●	●	●	●	name only

DEADLINE: AUGUST 4, 2023

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

☐ \$1,000 GATE SPONSORSHIP

☐ \$1,000 T-SHIRT SPONSORSHIP

☐ \$1,000 AWARD SPONSORSHIP

☐ \$500 FIELD SPONSORSHIP



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Jonesboro, AR 72401
or email erin.calhoon@local.unitedway.org

BATTING

2023 UNITED WAY COMPANY & INDIVIDUAL AWARDS

Become a Leading Partner with United Way of Northeast Arkansas

WORKPLACE GIVING AWARDS

Platinum: 100% employee participation in workplace campaign

Gold: 50-99% employee participation in workplace campaign

Silver: 25-49% employee participation in workplace campaign

CORPORATE GIVING AWARDS

Champion: Any corporate gift of \$20,000 or more

Game Changer: Any corporate gift of \$10,000 or more

Visionary: Any corporate gift of \$5,000 or more

Mission: Any corporate gift of \$2,500 or more

OVERALL COMPANY LEADERS

Overall awards combine total company giving, including all corporate gifts and employee giving.

Top 3 Banks: Awarded to the top 3 overall United Way bank partners

Top 3 Manufacturers: Awarded to the top 3 manufacturing companies partnering with United Way

Top Professional Company: Awarded to the top partner in the following categories: Accounting firms, Insurance Companies, Investment firms, Law firms, Real Estate/Mortgage Firms

Top Medical Company: Awarded to the leading partner in the medical category, including hospitals, clinics, etc.

Top Newcomer of the Year: Awarded to the leading overall partner who is a brand new partner to United Way

Overall Leader: Awarded to the overall leader for the annual campaign

THANK YOU TO OUR 2022
OVERALL COMPANY LEADERS!



INDIVIDUAL VOLUNTEER AWARDS

Michael Nunnally Loaned Executive of the Year: Michael Nunnally served our community through United Way for nearly 10 years, starting his journey as a Loaned Executive. This award is presented annually to a Loaned Executive who has represented their company, United Way and our community exceedingly well during their time as a Loaned Executive.

Community Above Self: This award is presented to a United Way volunteer who went above and beyond during the year to serve others above themselves. They are a pillar in our community for what it means to put our community above yourself.

Campaign Champion Award: This award is presented to a volunteer or company who blew us away with their commitment and service to the United Way Annual Campaign.

Terry Williams Service Award: This award is presented to a Day of Caring volunteer who has helped our annual event come to life year after year. (award is presented annually at our Day of Caring event held in September)

UWNEA.ORG | 407 UNION STREET | JONESBORO, AR | 870.935.3658