UNITED WAY
Greater Toledo

PARTNER WITH PURPOSE

Corporate Partnership Opportunities

United Way of Greater Toledo invites your organization to partner with a trusted community convener that leverages human, data, and financial resources to address complex social service challenges. Together, we can create meaningful, measurable impact that no single organization, donor, or government entity can achieve alone.



Understanding Partnership Investments

United Way of Greater Toledo offers both philanthropic and fee-based partnership opportunities.

While some engagement opportunities are included as benefits for organizations running employee giving campaigns, others involve administrative fees, sponsorship investments, or consulting fees that support staff expertise, facilitation, data analysis, technology, and program delivery.

Partnership investments are customized based on organizational size, scope, and desired outcomes. Typical engagements range from sponsored event participation and employee engagement opportunities to comprehensive consulting and workforce support services.

We welcome the opportunity to develop a partnership package that aligns with your business goals and community impact priorities.

Strategic Consulting and Insights

United Way of Greater Toledo partners with companies to strengthen workforce stability, guide community investment, and advance Corporate Social Responsibility and Environmental, Social, and Governance goals through data driven insights and local expertise.

Opportunities include:

- Building understanding of the ALICE population (Asset Limited, Income Constrained, Employed) to support employee stability and retention
- Accessing regional data to strategically target community investments for maximum impact
- Gaining insight into the local nonprofit landscape, including service gaps and areas of overlap

- Ensuring charitable investments align with Community Reinvestment Act requirements
- Bi-Monthly Corporate Funder Call with United Way Leadership sharing current information about regional social service trends or upcoming innovations.



On-Site Employee Resource Navigation (211)

Fee-Based Service

United Way offers on-site support for employees through scheduled visits from a trained 211 Community Resource Advisor (CRA). During these engagements, employees can receive one-on-one assistance navigating local resources, including housing, food, healthcare, and financial support.

This service is designed to reduce employee stress, improve workplace stability, and connect individuals to trusted community resources in real time. Engagements are customized based on company size and need, with options ranging from a few hours to recurring on-site support.

United for ALICE at Work

Fee-Based Service

United for ALICE (Asset Limited Income Constrained, Employed) at Work is a program that helps businesses implement policies that enhance workforce success and sustainability, finding strategies that reduce turnover, increase retention, and boost engagement. ALICE at Work provides dynamic, real-time course facilitation and 12 months of engagement on action planning. Successful completion of the course earns 12 SHRM and/or HCRI Professional Development credits.

Certain insights and planning services are available as partnership benefits, while more customized analysis and consulting support may involve a fee-based engagement.

Corporate Investment Opportunities

United Way of Greater Toledo offers multiple pathways for organizations to invest in solutions that strengthen our community and deliver measurable, lasting impact. By combining real-time data, cross-sector coordination, and deep knowledge of local needs, United Way ensures corporate investments are strategically directed where they can do the most good–both now and over time.

Investment opportunities include:

- **Corporate Gifts**: Direct corporate contributions support United Way's priority initiatives and community impact work. Gifts may be unrestricted or aligned with community needs and organizational priorities.

- **Corporate Match for Employee Giving:** Demonstrate commitment to employee engagement and community impact while amplifying individual giving.
- **Foundation Giving:** United Way partners with corporate and private foundations to align grant investments with community priorities, ensuring funding is informed by local data and coordinated with other efforts. United Way provides measurable outcomes, strategic alignment, and community-level impact reporting.
- **Community Reinvestment Act (CRA) Eligible Investments**: United Way of Greater Toledo meets criteria for Community Reinvestment Act qualified investments and activities. Our programs, data initiatives, and community partnerships can support financial institutions in meeting CRA obligations while addressing critical local needs in a measurable and community-centered way.
- **Mission Investment Trust:** United Way of Greater Toledo offers partners the opportunity to grow their impact over time through investment in our Mission Investment Trust. This fund supports multi-year, collaborative initiatives designed to drive scalable, transformational change in our community. By pooling and strategically deploying resources, partners can contribute to long-term solutions that no single organization could achieve alone.

Many partners choose to combine corporate investment with employee giving and engagement strategies, creating a more visible, meaningful, and sustained impact in the community.



Co-Branding Through Sponsorship

Sponsorship Investment

United Way of Greater Toledo sponsorships position your organization as a visible community leader invested in regional stability and opportunity. These partnerships demonstrate a company's commitment to the people and places where employees live, work, and raise families, reinforcing civic leadership alongside brand recognition.

Sponsoring a United Way of Greater Toledo event provides your organization with meaningful co-branding opportunities aligned with United Way's community impact work. Sponsorship opportunities are available across our three-county service area.

Sponsors receive visibility through:

- Co-branded materials distributed to more than 10,000 email subscribers
- Exposure across United Way of Greater Toledo social media
- Inclusion in applicable press release distributions

Sponsorship opportunities are available at varying investment levels based on event scope and visibility. Sponsor slots are available on a first come, first served basis.

Employee Giving Campaigns

Included for Participating Campaign Organizations

United Way offers comprehensive support to help organizations run seamless, impactful employee giving campaigns. Campaign features include:

- Payroll deduction options with donor designation to any 501(c)(3) organization
- Flexible virtual or paper pledge card options
- Access to the United Way Campaign Manager Toolkit, including proven resources and best practices
- Dedicated support from a United Way Development Officer throughout the campaign

Employee Engagement and Volunteering Opportunities

United Way provides a variety of engagement opportunities that connect employees directly to community impact. In addition to the options listed below, **see our UNITED4ACTION guide to activate volunteerism within your company**.

Grounded in Community Discussions

Included with Campaign Participation or Available with Administrative Fee



Grounded in Community discussions are intended to feel like a small-group coffee gathering rooted in meaningful conversation about issues shaping our community.

Sessions may be held in-person or virtually and can focus on topics such as:

- United Way 211
- ALICE population insights
- Housing
- Regional food systems & insecurity

Discussions are available in multiple formats based on partnership level and desired experience.

- For corporate partners running a United Way employee giving campaign, facilitation is included as a partnership benefit.
- Organizations seeking a customized session, additional facilitation support, or hosted refreshments may engage United Way for an administrative fee. In these cases, United Way can provide materials and coffee or refreshments as part of the experience.

The corporate partner guarantees participation of at least 10 attendees. Additional topics may be available upon request.

Host a Special Event

Organizations may host internal fundraisers such as raffles, employee luncheons, or themed events, with proceeds benefiting United Way of Greater Toledo's local work. Event ideas and resources are available online in our Campaign Manager Toolkit.

Signature Volunteer Events

Participation Available | Sponsorship Opportunities Available



Participate in United Way's annual volunteer initiatives, including:

- Campaign Kickoff
- United for the Holidays
- Martin Luther King, Jr. Day of Service
- Day of Caring

We welcome corporate groups to each of these volunteer events as space allows. Event sponsorship includes protected group volunteer spots and early access to volunteer shift selection, as applicable.

Volunteer Platform Access

Paid Partnership Available

Connect employees to volunteer opportunities year-round through United Way's online volunteer portal. Additionally, a limited number of paid volunteer platform partnerships are available annually. Partnership includes:

- A customized company landing page
- Employee impact tracking and completed volunteer hours
- Dedicated United Way staff support