

# Benefits to Participants



## CREATE LOCAL POSITIVE CHANGE

Your organization will be making a significant contribution to building strong communities, moving people from poverty to possibilities and helping kids reach their potential.



### CORPORATE SOCIAL RESPONSIBILITY

Reinforcing your company's reputation as a positive corporate community citizen & opportunities for dialogue with customers



### EMPLOYEE CONNECTION

Support services that may benefit your employees in their personal and/or professional life



### IMPORTANT CONTACTS

B2B Connections; Reaching a variety of key decision makers; CEOs, government officials and professionals



### EMPLOYEE ENGAGEMENT

Opportunities for volunteerism, team building, and encourages a positive work environment



### BRAND ASSOCIATION

Forbes® lists the United Way brand as the 26th most valuable brand in the world



### RECOGNITION

Celebrated acknowledgement on our website, newsletter and social media, with photo opportunity



### BRAND AWARENESS

Participation recognition will lead to increased exposure of your brand throughout Huron and Perth



### TARGETED AUDIENCE

All engagement and allocations are within Huron and Perth County.



### LARGE VISIBILITY

We are engaged with independent and major workplaces in Huron and Perth



### MAXIMISE MARKETING BUDGET

With these benefits for your organization you are getting a great reciprocated value for your investment



### ADD TO YOUR DIGITAL FOOTPRINT

United Way is very active on numerous social media spaces and radio appearances



### EFFICIENCY

With one donation to United Way you are supporting 47 local community partners!



300+ WORKPLACES



3,330+ DONORS



890+ LIKES



1,460+ FOLLOWERS



7 SUPPORTIVE UNIONS



17 MUNICIPALITIES



1,970+ EMAILS



1,800 OFFICES; IN 40 COUNTRIES