

2016 COMMUNITY ENGAGEMENT & EVENTS

QUARTERLY COMMUNITY ENGAGEMENT



February 5, 2016 The Community Baby Shower provides expectant mothers and their babies with healthy beginnings through *workshops, a resource fair, and providing basic needs* for newborns. In 2015, 8,000 items were collected and distributed with the help of 136 volunteers. *Companies can participate as corporate sponsors, a collection site and provide company volunteers for the sort-a-thon.* Corporate sponsorships range from \$5,000 to \$250.



April 7-9, 2016 The Days of Action teams are connected to opportunities that *create lasting impact for nonprofit partners and neighborhoods.* Last year, 418 volunteers put in 1,254 hours to complete 37 projects. *Companies can participate as corporate sponsors, provide company volunteers to help with projects, and provide in-kind support.* Corporate sponsorships range from \$2,500 to \$250.



July 2016 Stuff the Bus supports pre-K through 5th graders by *providing back to school supplies* which leads to confident, better prepared students. In 2015, 125 Stuff the Bus volunteers assembled Back to School supplies for 2,015 students. More than 50 companies collected over \$30,000 in school supplies. *Companies can participate as corporate sponsors, collect items for the sort-a-thon and provide company volunteers to participate in the sort-a-thon.* Corporate sponsorships range from \$5,000 to \$250.



October 2016 Hometown Huddle is a partnership between the community and schools which *encourages kids to be physically active and to lead healthier lives.* In 2014, 189 volunteers refurbished 13 playgrounds. *Companies can participate by providing volunteers to help refurbish school grounds, providing in-kind support for the refurbishment and as a corporate sponsor.* Sponsorships range from \$2,500 to \$100.

For information on community engagement with any of these events, contact Lisbeth Couser, 615-893-7303 or Lisbeth.Couser@YourLocalUW.org.

SIGNATURE EVENT



On **May 21, 2016**, United Way will celebrate our **60th Anniversary** in conjunction with **The Annual Red, White & Bayou**. The event offers attendees an outdoor, casual dinner with southern charm and culture. Sponsorships range from \$10,000 to \$250. Approximate attendance: 400

APPRECIATION AND IMPACT

The United Way Community Celebration recognizes and celebrates the community programs, companies and volunteers that make Rutherford and Cannon Counties a great place to live. Approximate attendance: 400 Corporate sponsorships range from \$5,000 to \$250.

The Afterschool Network Summit is an opportunity for top officials from agencies that provide after-school services to convene; the summit is followed by a resource fair for Rutherford County and Murfreesboro City Schools Teachers. Corporate sponsorship available.

ECM (Employee Campaign Manager) Events The Fall Training and Spring Appreciation events recognize key workplace engagement volunteers. Corporate sponsorships range from \$2,500 to \$250.

Leadership Events Leadership events are held throughout the year to show appreciation for Leadership Investors of \$1,000 or more. United Way also hosts events for Alexis de Tocqueville Society members (annual investors of \$10,000). Corporate sponsorships from \$2,500 to \$250.

Volunteer Trainings & Meetings Volunteers participate in community investment panels, review program outcomes and impact, and make evidence-based investment decisions on the efficiency and effectiveness of programs. Approximate attendance: 100. Corporate sponsorship available.