



## MILE HIGH UNITED WAY CORPORATE AND INDIVIDUAL ENGAGEMENT OPPORTUNITIES

Increase your company's impact in the community with Mile High United Way. We can work with you to tailor your corporate philanthropic goals and build a strategy to engage your employees.

### EMPLOYEE GIVING CAMPAIGNS

A Mile High United Way workplace campaign is an organized, company-sponsored fundraising drive where employees invest in the community through Mile High United Way to help address Metro Denver's biggest challenges.

- **Educates employees** about the most pressing issues in our community; the work of Mile High United Way and your company's commitment to social responsibility
- **Offers a secure and easy system for employees to contribute** their annual gifts to any 501c3 (nonprofit) organization of choice
- **Mile High United Way provides a designated representative to advise** on best practices for corporate-supported activities that create awareness about the Mile High United Way campaign (e.g., *leadership engagement, kick-off event, volunteer opportunities, etc.*)

### EVENT SPONSORSHIPS

Sponsoring Mile High United Way's events are a great way to get your brand noticed while also supporting the community.

- **Provides a tremendous marketing and communications platform** to your company before an anticipated 40,000 individuals with which Mile High United Way engages throughout the year
- Our signature events throughout the year include:
  - **Women United Luncheon:** reach 1,000 affluent community and business leaders who work collaboratively to change lives and transform communities. The annual fundraising luncheon presented by Women United, features a nationally renowned keynote speaker
  - **Annual Turkey Trot:** named among the top 10 best Thanksgiving events in the country by *Forbes* travel blog and one of *Shape Magazine's* top Turkey Trots in the U.S. Offers the opportunity to get your brand in front of 10,000 community-minded participants and another 10,000 spectators through race-day exposure and pre-event advertising
  - **Emerging Leaders Council events:** with more than five unique events throughout the year there are a variety of marketing benefits to reach hundreds of Metro Denver's active and engaged young professionals

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# ENGAGEMENT OPPORTUNITIES

## EDUCATIONAL EVENTS

Mile High United Way provides numerous ways to engage your employees through educational events.

- **Positively impacts** the way your **employees view the organization** as a whole
- **Encourages professional and personal development** and helps to foster an environment of philanthropists
- **Provides opportunities** that connect your employees with expert advice on trends in philanthropy and how to grow their impact through giving and volunteering
- **Informs employees** about the issues around childhood literacy, high school graduation and economic stability currently facing the greater Metro Denver area and ways to get more involved

## CORPORATE VOLUNTEERISM

Mile High United Way is committed to engaging businesses to make an impact in our community through corporate volunteerism.

- **Enhances a company's public image**, builds employee morale and strengthens loyalty among customers and employees
- **Promotes** positive social change and creates healthier communities for all
- **Mile High United Way provides professional consultation** and a **variety of opportunities** to connect your business to organizations in need of volunteers
  - **School Partners Program:** a collaboration between the Denver Public Schools Foundation, Mile High United Way and 186 schools in Denver Public School System. Your company can create a customized partnership that's exactly the right fit for your organization and employees. To be considered a School Partner, you must commit to a minimum of four activates with your school each year
- **Power Lunch:** allows your business to assemble a team of employees to adopt a Denver Public School second or third grade classroom, and read to students once a week to help our children become strong readers by third grade
- **Tutor Mate:** allows your employees to help a child improve their reading skills without ever leaving their desk. With only a telephone, internet connection and 30 minutes a week, your employees can make a difference in the life of a young student and help to promote their success in school
- **GET CONNECTED:** an easy-to-use online volunteer website that connects businesses with hundreds of volunteer opportunities in the community  
[Visit \*\*visitvolunteer.unitedwaydenver.org\*\*](http://visitvolunteer.unitedwaydenver.org)

## AFFINITY GROUP INVOLVEMENT

Membership Giving Societies provide opportunities for you and your employees to meet and network with peers and get more deeply involved through affinity groups, volunteering or attending our many engaging events throughout the year.

- **Women United:** a community of women with a mission of inspiring, enabling, and motivating women to become agents of change in our community through philanthropy, leadership, and volunteerism
- **The Leadership Giving Society:** a community of like-minded individuals who invest more than \$1,000 each year and believe together they can change lives and transform communities
- **Emerging Leaders Council:** a collective of professionals (ages 21-45) who come together to make a positive impact through volunteerism, advocacy, philanthropy and by developing into community leaders
- **Founders Legacy Society and Tocqueville Legacy Circle:** a collection of individuals who have made a commitment to Mile High United Way in their will or estate plans
- **Tocqueville Society:** a powerful group of local business and civic leaders who individually contribute \$10,000 or more and share a similar passion for investing in the community and making a difference – personally and collectively
- **Mile High United Way Campaign Chairs Council:** serves the needs of corporate and employee campaign leaders to increase inspirational workplace giving and help meet Mile High United Way fundraising goals

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