VOLUNTEER AND SPONSORSHIP GUIDE

YOUR GUIDE TO VOLUNTEER AND SPONSORSHIP OPPORTUNITIES
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At United Way of Northern Utah, we work to create meaningful, lasting change for every individual in Northern Utah. Our programs and services focus on the health, education and financial stability of our community members. We take action by preparing children to learn, helping kids succeed in school, and supporting families in need, all while connecting these individuals with the resources they need to have a chance for a better life. Our mission is not simply to feed one person for a night, but to open doors for every individual to have an opportunity for success. By supporting our volunteer efforts and committing to be a volunteer or sponsor, we know your goals are aligned with ours, and together we can make a difference.

Volunteers are the driving force behind community change. With corporate and nonprofit partners, United Way of Northern Utah coordinates volunteers to elevate the success of the entire community. We build on a local sense of pride and readiness to help educate parents, tutor students, clean up neighborhoods, and help families and individuals become financially independent. Together, our volunteers are making a difference by helping us to create healthy, stable, and well-educated communities where individuals, families, and neighborhoods thrive. As you head into this year and are looking for volunteer opportunities, please refer to this catalog as a guide to help you choose the right opportunity for you, your workplace, and even your friends and family. Please note that this catalog is also available online at uwnu.org/get-involved/volunteer/. We hope it provides you with plenty of opportunities to choose from.

Align your brand with social change efforts in our community by sponsoring one of our Year of Action events or Community Drives. In the back of this catalog, you will find a comprehensive overview of our sponsorship levels. By sponsoring a United Way of Northern Utah drive or event, you will fulfill your corporate social responsibility goal and show your employees that you care about their communities.

The United Way of Northern Utah Events and Donor Engagement Manager will help you find ways to engage your employees year-round, plan meaningful impact projects that align with our Strategic Plan, and assist you in making a lasting change in our community. Please refer to her as your United Way of Northern Utah Rep, and connect with her so you can learn all you can about making this your most actionable year yet. Her contact information is in the back of this catalog.

As we work together, we aim to create meaningful, lasting change for every individual in Northern Utah. This is our goal, and it cannot be done without you. Thank you for your support and we appreciate your time, service and commitment.

Liz Corona
Events and Donor Engagement Manager
# VOLUNTEER EVENTS

## United Way of Northern Utah

**YEAR of ACTION**

Join volunteers from all over Northern Utah as we dig in, get to work, and build healthier families and stronger communities. Whether you sign up as an individual, a group of friends or family, or with coworkers, your efforts will make a difference.

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<th>Month</th>
<th>Event Name</th>
<th>Description</th>
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<tr>
<td>March</td>
<td><strong>DR. SEUSS DAY</strong></td>
<td>Promote childhood literacy through book drives and volunteer events in local schools.</td>
</tr>
<tr>
<td>April</td>
<td><strong>COMMUNITY BABY SHOWER</strong></td>
<td>Host a shower to collect new baby essentials for local moms and new babies.</td>
</tr>
<tr>
<td>June</td>
<td><strong>DAY OF ACTION</strong></td>
<td>Volunteer at our annual project to support education and healthy communities.</td>
</tr>
<tr>
<td>August</td>
<td><strong>BACK-TO-SCHOOL DRIVE</strong></td>
<td>Gather donations all summer, then help us pack our school bus with backpacks and school supplies for children in need.</td>
</tr>
<tr>
<td>September</td>
<td><strong>DAY OF CARING</strong></td>
<td>Roll up your sleeves and work with hundreds of volunteers to make an impact through service in our communities.</td>
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<tr>
<td>November &amp; December</td>
<td><strong>SEASON OF SERVICE</strong></td>
<td>Help make the holidays bright for local kids and families by donating food and new coats or volunteering at an event.</td>
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[www.uwnu.org/volunteer](http://www.uwnu.org/volunteer)
SIGNATURE EVENTS

READ ACROSS AMERICA DAY

Education
February/March

DESCRIPTION
Read Across America Day is a nationwide reading celebration that takes place annually to recognize Dr. Seuss’s Birthday. Across the country, thousands of schools, libraries, and community centers participate by bringing together kids, teens, and books. Every year, we partner with a local Title 1 elementary school to teach children the importance of literacy and how much fun it can be to read!

STRATEGIC PLAN GOAL
Prepare children to succeed in school and life.

VOLUNTEER INFO/DETAILS
Volunteers will meet at the participating school and will be given a Live United t-shirt. Light refreshments are provided. Each volunteer is assigned a classroom. The whole opportunity is about 1.5 hours. Volunteers can utilize our online volunteer portal (Golden) to sign up and track their hours/impact.
SIGNATURE EVENTS

DAY OF ACTION

Health
June

DESCRIPTION
Every year, we engage children and their families to join us for a free family field day that keeps health and wellness on top of mind. We partner with local companies and organizations whose community goals align with ours to make the greatest impact, and help parents and families walk away feeling healthier and more educated.

STRATEGIC PLAN GOAL
Develop a community of healthy individuals.

VOLUNTEER INFO/DETAILS
Volunteers will be assigned with various tasks including, but not limited to; check-in, facilitating groups, handing out snacks, refreshments and swag. We also welcome volunteers with a specific health or exercise related skill to participate in instructing/facilitating an activity. All volunteers will receive a Live United t-shirt and lunch. This opportunity is a 4-5 hour time commitment. Volunteers can utilize our online volunteer portal (Golden) to sign up and track their hours/impact.
SIGNATURE EVENTS

DAY OF CARING

Community
September

DESCRIPTION
Day of Caring is a community wide neighborhood clean-up project. With our partner Ogden City, we strategically choose a neighborhood in our community based off of recommendation from the Community Development Team at Ogden City. Our slogan is “Be a good neighbor, make a big impact.” and we do just that! In 2019, with the help of 170 volunteers, we were able to make a difference for 36 homes. This opportunity is our biggest and most well-attended event all year. Perfect for boosting team morale or a fun way to get your friends and family involved in volunteering.

STRATEGIC PLAN GOAL
Lead community-wide efforts to achieve whole community change.

VOLUNTEER INFO/DETAILS
Volunteers will work in teams outside doing various home improvement projects, such as pulling weeds, removing debris and window washing. Every volunteer gets a Live United t-shirt and breakfast, as well as snacks/refreshments throughout the day. After projects are complete, volunteers meet back at the park for lunch. This opportunity is a 4-hour commitment. Volunteers can utilize our online volunteer portal (Golden) to sign up and track their hours/impact.
COMMUNITY DRIVES

RUN A COMMUNITY DRIVE

For years, United Way of Northern Utah has been a leader in promoting community drives that affect our Community Schools and other local agencies in our service areas of Weber, Morgan and Box Elder counties. Our schools and partner agencies are often in need of new items to support the families that they serve. The in-kind donations that we receive from individuals, groups and corporate partners help the children in our community and their families by helping to alleviate the financial burden or food insecurities they may be facing. In 2019, we had over $60,000 worth of in-kind donations. From diapers and backpacks to new coats and frozen turkeys, these donations help our communities thrive.

When you choose to run a Community Drive, the cost per drive is $350. That includes;

- Bins
- Signage
- Pick-up and Drop-off from UWNU representative
- Social Media recognition on all platforms

If you choose to be a Game Changer and participate in 4 of the 6 drives, the cost is $1,000. That includes;

- Bins
- Signage
- Pick-up and Drop-off from UWNU representative
- Social Media recognition on all platforms
- Listed as partner agency on UWNU website and Annual report
- Recognition at Annual Bravo Night
COMMUNITY BABY SHOWER

Community Drive
Year-round

DESCRIPTION

A Community Baby Shower is just that—the baby gifts and supplies donated from the community and then given back to those in need in the community. Individuals, groups, and corporate partners host baby showers, either as a one-time event or over a period of a few weeks. Donations can be delivered to the United Way of Northern Utah office between the hours, 8 am–5 pm, Monday–Friday. This support is central to Welcome Baby’s ongoing efforts. At the first home visit with a volunteer, parents receive a diaper bag filled with new essential baby items. Home visitors also take much-needed baby items such as diapers, wipes, and children’s books into the homes on monthly visits. These items help families who often could not otherwise afford them.

VOLUNTEER DETAILS/TIPS

Make it fun! Best results happen when organizers put effort into the event. Most companies get out of it what they put into it. Have a visible display for gift collection—use balloons, a portable crib, or a decorative basket to collect items. Encourage competition between different departments to see who can bring in the most items. Give invitations to each person that include a list of requested items. Provide an incentive for customers that bring something in. For example, a doctor’s office gave a discount on Lasik procedures to clients who donated items worth a minimum dollar amount. Run the shower for at least a week, or even two weeks, so that people have the opportunity to go shopping and bring things in. Please contact your representative at United Way of Northern Utah for the most up-to-date list of needs.
COMMUNITY DRIVES

BACK TO SCHOOL DRIVE
Community Drive
July-August

DESCRIPTION
Help support families in need for Back to School by hosting a school supply drive. We partner with Catholic Community Services and other non-profit agencies in our service areas to ensure that every student is ready for school. From backpacks to folders and calculators to crayons, these donated items help to take the pressure off of families in need. Please contact your representative at United Way of Northern Utah for the most up-to-date list of needs.
SHARE THE WARMTH CLOTHING DRIVE
Community Drive
Oct-Dec

DESCRIPTION
Help to share the warmth during the cold Utah months with donations of new winter clothing items. Donated clothing items are distributed to families in need in Weber, Morgan and Box Elder counties.

ITEMS IN NEED
Donations for children and adults of all sizes. (New coats, hats, gloves, mittens, scarves, boots, and socks.) Our organization does not accept used goods at this time.

ESSENTIAL HYGIENE ITEM DRIVE
Community Drive
Year round

DESCRIPTION
Participate in a hygiene supply drive and ensure that the families in our communities are set up for success and can feel their best.

ITEMS IN NEED
Lice kits, shampoo, conditioner, deodorant, body wash, lotion, hair brushes, hair ties, new shoes, toothpaste, toothbrush and laundry soap.
COMMUNITY DRIVES

**FOOD DRIVE**
*Community Drive*
*Year-round*

**DESCRIPTION**
When you decide to participate in hosting a food drive, you are helping to feed hungry children and families in our community schools and other non-profit agencies in Weber, Morgan and Box Elder counties. We partner with Catholic Community Services of Northern Utah year-round to help provide food items that are of the highest need. Food is always a high need so your drive can be hosted at any time of the year. Please contact your representative at United Way of Northern Utah for the most up-to-date list of needs.

**BOOK DRIVE**
*Community Drive*
*Year-round*

**DESCRIPTION**
Every child needs a book. Children read to more frequently at age 4-5 achieve higher test scores for both Reading and Numeracy by 3rd grade. These differences in reading and cognitive skills are not related to the child’s family background or home environment but are the direct result of how frequently they have been read to prior to starting school. The most successful way to improve the reading achievement of low-income children is to increase access to books. At United Way of Northern Utah, we encourage families to read to their preschool children and provide a way for families to build their children’s library by giving them books.

**ITEMS IN NEED**
New and gently used children’s books; board books, preschool picture books, beginning and early readers and elementary-aged chapter books. Unlike the other drives, donated books CAN be slightly used.
WELCOME BABY HOME VISITOR

Education/Health

DESCRIPTION
Welcome Baby is a free community service for parents of young children from birth through three years of age. It is designed to promote a healthy beginning for parents, new babies, and their family members, and is run by United Way of Northern Utah.

PROGRAM GOALS
• Improve parent skills and knowledge of developmental milestones
• Support parents in preparing children to be kindergarten ready
• Improve mental health of parents (decrease child maltreatment)
• Improve physical health of children

GET INVOLVED
Trained volunteers visit parents monthly in their homes. They provide age-specific developmental information and tips, help with positive parenting skills, learning kits and game ideas, and one-on-one support. Home visitors also discuss good health habits, school-readiness activities, and family economic self-sufficiency. They also help connect families with resources in the community as needs arise.
PLAYGROUPS
Education/Community

DESCRIPTION
Playgroups bring together parents and children to build a community of peers for support and to foster nurturing behaviors, help families access needed services, and model developmentally appropriate practices.

PROGRAM GOALS
Expose children to early childhood learning for kindergarten readiness, help families build social connections and learn parenting skills, and introduce families to community resources.

GET INVOLVED
**Be a sponsor**, help support the weekly playgroup activities or donate space to hold the weekly playgroups. **Volunteers** can lead a playgroup which requires a 6-month commitment and includes leading a playgroup of moms and their children ages 0-5 years old using a provided curriculum. The time commitment would include playgroup meetings two times per week for two hours each day, with up to two hours of preparation for a total of six hours per week.

SPONSOR A PLAYGROUP
Sponsoring a Playgroup for one year would cost approximately $5,500.
ONGOING OPPORTUNITIES

AMERICORPS READING TUTOR OR MENTOR

Education

DESCRIPTION
Be a reading tutor or mentor to students who aren't reaching crucial benchmarks and ensure success and graduation! Children who fall behind in reading by third grade are three times more likely to drop out of high school. Schools in Northern Utah are struggling to find the capacity to tutor these at-risk children and bring them up to grade reading level. AmeriCorps Reading Tutoring is the most-recognized one-on-one tutoring program in Utah, helping over 80 percent of its participants increase by three or more reading levels by the end of 30 weeks.

VOLUNTEER REQUIREMENTS
• A desire to make a difference for children
• A positive attitude toward reading and school
• Twice weekly commitment of 30 minutes each time for at least 10-30 weeks
• Willingness to attend a 1-hour training that will teach the tutoring methods we use
• Commitment to following our tutoring program methods and systems
BORN LEARNING TRAIL
Education/Health

DETAILS
The Born Learning Trail is a set of 10 engaging signs to help parents and caregivers create learning opportunities for young children. These trails show parents and caregivers how to turn everyday activities into learning moments. Research based learning activities help parents, caregivers and communities create quality engaged learning opportunities while visiting local parks. These activities focus on physical health, brain development and parent/child engagement.

GET INVOLVED
Be a sponsor and help pay for the materials needed for installation. Trails can be funded through private donations or corporate sponsors. Volunteer and help with installation at one of our signature volunteer events. Corporate sponsors will do regular upkeep and maintenance on each trail.

SPONSOR A LEARNING TRAIL
Prices may vary between $1,500-$4,500 depending on the amount of supplies purchased.

LOOKING FOR SOMETHING MORE PERSONAL?
Contact us to create a customized volunteer experience. A custom opportunity is great for corporate engagement and building team morale. Show your employees that you care about the communities they live in.
SPONSORSHIP LEVELS

$10,000 ELITE PARTNER—SPONSORING ALL SIGNATURE YEAR OF ACTION EVENTS

★ Premiere Spotlight at all signature Year of Action events including Day of Action/Caring
★ Reserved table at Bravo Night and Volunteer Recognition event
★ Customized volunteer experience with swag and t-shirts for up to 50 people
★ Access to all Community Drive opportunities
★ Volunteer spotlight in the Standard Examiner
★ Your company logo prominently displayed on event t-shirts
★ Opportunity to speak at all Year of Action events
★ Your company logo prominently placed on website, sponsor boards, all social media channels and event marketing materials
★ Opportunity to table at all Year of Action events
★ Company recognition at all Year of Action events
★ Company recognition in Annual Report

$5,000 PREMIERE PARTNER—SPONSORING DAY OF ACTION OR DAY OF CARING

★ Your company logo recognition on event sponsor board
★ Your company logo on event t-shirts
★ Your company logo recognition on UNWU website
★ Your company logo recognition on all event marketing materials
★ Opportunity to table at event
★ Company recognition on all social media for the event
★ Company recognition in Annual Report

$1,000 GOLD PARTNER—BASIC SPONSORSHIP LEVEL

★ Recognition at event
★ Company logo on event sponsor board
★ Company logo on UWNU website
★ Company recognition on social media for sponsored event
SPONSORSHIP FORM

**All forms must be completed and turned in by dates below. Invoice to follow upon receipt of Sponsorship Form.**

EVENT TO SPONSOR:
(Please select all that apply)

- Elite Partner (Due by March 31)
- Premiere Partner (Due by May 1)
- Gold Partner (Rolling- due 30 days prior to desired event)
- Game Changer- Run a Community Drive (includes 4 drives of your choice)
- Community Baby Shower
- Back to School Drive
- Share the Warmth Clothing Drive
- Essential Hygiene Item Drive
- Food Drive
- Book Drive
- Playgroup
- Born Learning Trail

Contact Name_____________________________ Company:____________________________________
Contact Phone_____________________________ Contact Email:________________________________
Sponsorship Amount_______________________
FREQUENTLY ASKED QUESTIONS

**How do I sign-up for a UWNU volunteer opportunity?**
United Way of Northern Utah uses Golden, a volunteer software that is user-friendly and tracks your volunteer impact! You can sign-up online or using the app. All of our opportunities are listed on our website at [volunteer.uwnu.org](http://volunteer.uwnu.org).

**What if I can’t sponsor an event? Can I still participate?**
Yes, we never turn away volunteers and helping hands.

**How long do I have to “Run a Community Drive”?**
That’s up to you and what works best for your company/group! We typically see the best results in a 2-week time commitment to a drive.

**If I can’t volunteer my time, how can I donate money?**
There are a few different ways to donate. You can make a one-time donation online or in-person, or donate regularly as a retiree through our Alumni United program (uwnu.org/alumni-united). Donations can also be made at any event!

RESOURCES

**VOLUNTEER OPPORTUNITIES**
[uwnu.org/get-involved/volunteer/](http://uwnu.org/get-involved/volunteer/)

**ANNUAL REPORT**
[uwnu.org/who-we-are/reports.html](http://uwnu.org/who-we-are/reports.html)

**FOLLOW US ON SOCIAL MEDIA**

- @unitedwaynu
- @unitedwayutah
- @unitedway_northernutah
- UnitedWayNorthernUtah

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UNITED WAY REP

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UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY.

LIVE UNITED®