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.
The Year of Action is United Way of Northern Utah’s yearly calendar that transforms volunteers’ passions into actions. This program changes and pivots each year based on community needs and mobilizes thousands of volunteers each year.

<table>
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<tr>
<th>MONTH</th>
<th>EVENT DESCRIPTION</th>
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| JANUARY    | **DAYS OF SERVICE** 🎃  
In honor of Martin Luther King, Jr., this event will encourage individuals to participate in community service. |
| FEBRUARY   | **BOOK DRIVE** 🎃  
Increase accessibility to age-appropriate books and help a new generation of children in Northern Utah discover their favorite book. |
| MARCH      | **VOLUNTEER APPRECIATION EVENT** 🎃  
Celebrate those who have chosen to give of their time and Show Up United! |
| APRIL      | **COMMUNITY BABY SHOWER** 🎃  
Collect new baby essentials to provide a strong start for new moms and their babies.  
**DAYS OF COMMUNITY** 🎃  
Lift up your community by giving what you’re good at to support nonprofit organizations in Northern Utah.  
**ANNUAL STAKEHOLDER MEETING** 🎃  
Community individuals and organizations come together to help envision our future. |
| JUNE       | **DAYS OF ACTION** 🎃  
This event focuses on improving our community’s access to health, education, and income.  
**BRAVO NIGHT** 🎃  
A premier event to honor our donors, community partners, and all who go above and beyond to better our communities in Northern Utah. |
| JULY       | **STUFF THE BUS SCHOOL SUPPLIES DRIVE** 🎃  
Help us stuff the bus with new school supplies and set children in Northern Utah up for success in school. |
| AUGUST     | **DIFFERENTIAL SUPPORT DRIVE** 🎃  
Support differential needs and enhance community access.  
**SHOW UP UNITED** 🎃  
Show up for a community-wide volunteer effort. |
| SEPTEMBER  | **DAYS OF CARING** 🎃  
An annual volunteer event that brings the community together to create a positive impact on the nonprofits that help those in need. |
| OCTOBER    | **CHANGEMAKER SPEAKER SERIES** 🎃  
Learn from community experts to help us lead the change and build more equitable neighborhoods.  
**WARM CLOTHING DRIVE** 🎃  
Warm children from head to toe by providing new warm clothing during the winter season. |
| NOVEMBER   | **FOOD DRIVE** 🎃  
Build stronger communities by donating food to those who are without this holiday season. |
| DECEMBER   | **GIVING TUESDAY** 🎃  
Join the global movement encouraging people to give to, collaborate with, and celebrate our area nonprofits. |

**EVENT TYPE**

- **DRIVES**  
- **COMMUNITY AWARENESS & ADVOCACY EVENTS**  
- **VOLUNTEER INITIATIVE**
2022 YEAR OF ACTION

WHY BECOME A SPONSOR?

INCREASE EXPOSURE
Get exposure through 80,000+ DIGITAL VIEWS

IMPROVE EMPLOYEE RETENTION
Over \textit{half} of employees would choose to work for a socially responsible company, even if it meant a lower salary.

STRENGTHEN YOUR BRAND
85% of customers respond more favorably to businesses that support causes they care about.

TYPES OF EVENTS

COMMUNITY DRIVES
By becoming a Year of Action sponsor, your logo will be placed on all marketing materials for our community drives that benefit our schools and nonprofit agencies. Our five community drives include: Book Drive, Community Baby Shower, Stuff the Bus School Supplies Drive, Warm Clothing Drive, and Food Drive.

VOLUNTEER INITIATIVES
Become a problem solver and achieve your corporate citizenship goals by sponsoring volunteer events that bring together volunteers to directly impact individuals, families, and communities. Our Volunteer Initiatives include: Days of Service, Days of Action, Days of Caring, and Days of Community.

COMMUNITY AWARENESS AND ADVOCACY EVENTS
Help our donors, volunteers, and stakeholders learn more about United Way’s work and bring to light the most important issues our community faces. Our Community Awareness and Advocacy Events include: Annual Stakeholder Meeting, Volunteer Appreciation Event, Bravo Night, and the Changemaker Speaker Series.

For more information, contact Nicole Hopkinson at nhopkinson@uwnu.org.
# Sponsorship Form

## Sponsorship Level:
- [ ] Gold Partner ($7,500)
- [ ] Silver Partner ($5,000)
- [ ] Bronze Partner ($2,500)
- [ ] Single Event Sponsorship ($1,000)  List Event Here ________________________________

Contact Name_____________________________     Company____________________________________

Contact Phone_____________________________    Contact Email________________________________

☐ Please invoice     ☐ Check enclosed     ☐ Credit Card (please complete information below)

Card Type:  ☐ MasterCard     ☐ VISA     ☐ Discover     ☐ AMEX     ☐ Other _____________

Cardholder Name (as shown on card) ________________________________

Card Number ________________________________  Expiration Date ____________

Cardholder ZIP Code (from credit card billing address) ______________________

I, ______________________________, authorize United Way of Northern Utah to charge my credit card above for the agreed upon sponsorship listed above.

_____________________________________________________ ________________________________________
Signature       Date

Please submit your completed sponsorship request form to nhopkinson@uwnu.org or 2955 Harrison Blvd. Suite 201, Ogden, UT 84403.