



# 2024 CORPORATE ENGAGEMENT OPPORTUNITIES

United Way  
of Pickens County

## AT A GLANCE

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Plan an MLK Day of Service	Clean & refresh a Born Learning Trail									Prep an Impact Report mailout	Host a sock drive
Host a sock drive	Free File pop-up site	Prep an Impact Report mailout	Prep an Impact Report mailout	Reading Buddies (Camp iRock only)	Financial literacy kits	Prep an Impact Report mailout	Prep an Impact Report mailout	Event Sponsorship: Annual Meeting	Prep an Impact Report mailout	Holiday Gift Catalog	
		Prep an Impact Report mailout	Camp iRock backpacks	Camp iRock literacy kits							
Year-Round Reading Buddies				NEW		Year-Round Reading Buddies				NEW	

*Time-Flexible Opportunities*

Workplace Campaign

Hygiene Kits

Supply Drives

Corporate Sponsorships



CORPORATE ENGAGEMENT OPPORTUNITIES

# BORN LEARNING TRAILS

Located at trails and parks all across Pickens County, Born Learning Trails are interactive, walkable trails of signs for caregivers and children that foster early learning opportunities.

Gather a team of volunteers to clean up the trail & surrounding signage and refresh paint.



February  
to  
September

★ \$250 corporate sponsorship required to purchase paint and supplies



CORPORATE ENGAGEMENT OPPORTUNITIES

# CAMP IROCK: BACKPACK STUFFING

Camp iRock is a summer reading program that helps children improve their reading abilities in an enriching summer camp environment. At the beginning of camp, all students are given a backpack filled with school supplies to give them a jumpstart at camp, home, and school.

Volunteers are needed to sort supplies and fill backpacks to be ready for each camper.



April/May

★ \$500 corporate sponsorship required to purchase supplies. Materials with your logo will be included in the backpack to let students and parents know that you sponsored the items!



CORPORATE ENGAGEMENT OPPORTUNITIES

# CAMP IROCK: LITERACY KITS

Literacy kits are used as an engaging, educational, hands-on activity for children at Camp iRock.

Gather a team of volunteers to assemble kits. Your logo will be included in the kit to recognize your organization as a sponsor!



*April/May*

\* Corporate sponsorship required to purchase items (\$500 per 100 kits)



CORPORATE ENGAGEMENT OPPORTUNITIES

# CAMP IROCK: READING BUDDIES

Reading Buddies are meaningful and impactful to children at Camp iRock, a summer reading program for struggling readers.

Send volunteers to Camp iRock, where they will spend one-on-one time with a camper to help them improve their literacy skills and inspire a love of reading, books, and learning.



*June*

Twice a week for 3 weeks, 30-60 min

\* Training and supervision is provided by the School District of Pickens County. Please coordinate at least 3-4 weeks in advance.



NEW

CORPORATE ENGAGEMENT OPPORTUNITIES

## YEAR-ROUND READING BUDDIES

After seeing the impact that Reading Buddies had on children at Camp iRock, United Way recently kicked off a year-round Reading Buddies program to support students throughout the school year.

Send volunteers to a local elementary school, where they will spend one-on-one time with a student to help them improve their literacy skills and inspire a love of reading, books, and learning.



August - May

Weekly,  
30-60 min  
(commitment times  
can be flexible)

★ Training and supervision is provided by the School District of Pickens County. Please coordinate at least 3-4 weeks in advance.





CORPORATE ENGAGEMENT OPPORTUNITIES

## CORPORATE SPONSORSHIPS

Sponsor an event or specific program. With tiered sponsorship levels, you can design a plan that meets your engagement and impact goals, as well as your budget.

Your business will be uniquely and meaningfully positioned as a leader doing more to support positive change in our community.



*Timeframe  
flexible*



CORPORATE ENGAGEMENT OPPORTUNITIES

## FINANCIAL LITERACY KITS

Literacy kits are used as an engaging, educational, hands-on activity for individuals, families, and children who participate in financial coaching or workshops.

Gather a team of volunteers to assemble kits. Your logo will be included in the kit to recognize your organization as a sponsor!



*July/August*

\* Corporate sponsorship required to purchase items (\$500 per 100 kits)



CORPORATE ENGAGEMENT OPPORTUNITIES

## FREE FILE TAX PREPARATION

Free File, our free tax prep program, provides high quality tax preparation services to individuals and families with a household income of \$60,000 or less.

Schedule a Free File pop-up site at your workplace for employees to have their taxes prepared for free.



*February  
to  
April*



CORPORATE ENGAGEMENT OPPORTUNITIES

## HOLIDAY GIFT CATALOG

Available in the late Fall, the Holiday Gift Catalog is a great way to support life-changing programs and give a unique gift that keeps on giving. When you donate in someone's honor, you'll receive holiday card designs to print and give to your gift recipients, or we'll send one for you!

Make a corporate gift and/or promote the Holiday Gift Catalog to your employees. It's also a great opportunity to provide a corporate match!



*November/  
December*



CORPORATE ENGAGEMENT OPPORTUNITIES

# HYGIENE KITS

Hygiene kits are useful and essential to individuals and families who are homeless. United Way keeps these kits in stock to provide directly or share with partnering agencies.

Gather a team of volunteers to assemble kits.



*Timeframe  
flexible*

\* Corporate sponsorship required to purchase items (\$100 per 30 kits)



CORPORATE ENGAGEMENT OPPORTUNITIES

# SUPPLY DRIVES

Run a supply drive at your workplace where your employees can donate items for specific causes, programs, and initiatives. Needs/suggested timelines:

- Socks (winter months)
- Books (fall & spring)
- Camp iRock supplies (May)
- Food (year-round)
- School supplies (June/July)



*Timeframe  
flexible*



CORPORATE ENGAGEMENT OPPORTUNITIES

# UNITED WAY MAILOUTS

Impact Reports, sent out multiple times a year, are essential to our organization to communicate with our donors, friends, and volunteers about the impact they're making in Pickens County... and they can take a good bit of time and manpower.

Recruit volunteers from your workplace to stuff, label, and seal the reports to mail out.



*March, May,  
August, or  
October*



CORPORATE ENGAGEMENT OPPORTUNITIES

# WORKPLACE CAMPAIGN

Run an employee giving campaign at your workplace and not only will you make an incredible difference in your community, but it will also provide opportunities and benefits for your organization and employees.

Giving your organization a common purpose can build morale, promote teamwork, and demonstrate to your surrounding community that you are committed to improving lives.



*Timeframe  
flexible*