



SPONSORSHIP OPPORTUNITIES

Where Companies **Lead**, Families **Thrive**.



OUR MISSION

We mobilize and unite the caring power of Pierce County to tackle our community's toughest challenges to improve lives in measurable and lasting ways.

United Way of Pierce County provides lifeline programs connecting people with essential services and helping individuals and families navigate barriers and gain tools to move from crisis to self-sufficiency.

You can be part of this movement to tackle poverty at its roots by partnering with United Way of Pierce County!

YOUR OPPORTUNITY

At this moment in Pierce County, too many working families are one crisis away from losing stability.

Sponsorship is a chance to put your values into action—by standing with families, strengthening your community, and inviting your employees and customers into something that truly matters.

United Way's annual events bring our community together in action, learning, and giving. Through sponsorship, we create meaningful opportunities for connection and service, while directing the greatest possible share of resources to the programs and services that move families out of poverty.



OUR BOLD GOAL

United, we will lift 15,000 families out of poverty and into financial stability by 2028. To date, we have helped over 11,600 families on this journey.

BUSINESSES

Lead where it matters most, by standing with the community that sustains your business and your workforce.

EMPLOYEES

Give your team the chance to live your values, serve with purpose, and be part of something that truly changes lives.

COMMUNITY

Join a circle of leaders committed to moving families out of poverty and shaping a stronger future for Pierce County.

YEAR AT A GLANCE 2026



Year-round opportunities for sponsorship and team engagement.

JANUARY

Martin Luther King, Jr Month of Service

- Sponsorship
- Volunteering
- In-Kind Donations

JULY

Summer of Action

- Sponsorship
- Volunteering
- In-Kind Donations

MAY

Women United Tea Party Fundraiser

- Sponsorship
- In-Kind Donations

AUGUST

Women United Suit Her Up For Success Drive

- Sponsorship
- In-Kind Donations
- Volunteering

JUNE

Sip, Serve & Celebrate June 24

- Sponsorship
- Volunteering

NOVEMBER

From Poverty to Possibilities November 17

- Sponsorship
- Team Learning & Engagement

MONTHLY

- Women United Learning, Networking or Volunteering Events

ANY TIME

- In-house DIY volunteering projects. We bring the project to you!
- ALICE Experience: an experiential learning opportunity.

MARTIN LUTHER KING, JR. MONTH OF SERVICE AND DAY OF SERVICE



EVERY JANUARY



Every January, we pause to honor Dr. Martin Luther King Jr. by caring for the community we live, work, and raise our families in through a Month of Service focused on meeting immediate needs.

The cornerstone of this effort is a **Day of Service**, where more than 150 volunteers assemble hygiene kits for distribution during the annual Homeless Point-in-Time Count. Additional projects support local nonprofits with warm winter items during the coldest months of the year.

For businesses and employers in Pierce County, sponsorship helps meet real, immediate needs in our community with dignity and care. It provides basic hygiene items and winter supplies, and it offers a practical way for local teams to show up together—respectfully and right here at home. It's a simple way to honor Dr. King's legacy through action that meets people where they are. This is our community. This is one way we take care of it.

Join us as a Month of Service sponsor or volunteer with your team.

- Sponsor the Day of Service Hygiene Kit project
- Bring your team to volunteer
- Host an in-house kit building project

SUMMER OF ACTION

JULY-AUGUST

Each summer, we bring together corporate and community members to address one of Pierce County's most urgent challenges: food insecurity for children and ALICE (Asset Limited, Income Constrained, Employed) families.



- Host an in-house snack pack assembly project with your team
- Adopt a meal site and provide regular volunteers

SIP, SERVE & CELEBRATE

JUNE 24, 2026

Sip, Serve & Celebrate is a high-impact, hands-on experience where partners move beyond awareness and into action. Together, volunteers assemble nutritious snack packs for local meal sites serving children and families experiencing food insecurity during the summer months, when access to school meals disappears.

- 200+ attendees, from CEOs to kiddos
- Target of 4,000 Snack Packs Assembled
- Co-branding and handout opportunities

The event also creates space to celebrate and recognize the leadership of our sponsors, donors, and community partners, whose investment makes this work possible. Through client stories and on-site engagement, partners see firsthand how strategic support translates into real, measurable outcomes for families.



FROM POVERTY TO POSSIBILITIES

EVERY NOVEMBER



THIS YEAR'S EVENT
TUESDAY NOVEMBER 17, 2026
MCGAVICK CONFERENCE CENTER • 300+ ATTENDEES

From Poverty to Possibilities is Pierce County's premier summit on economic equity. Going into its 10th year, this event brings together **over 300 community leaders and changemakers** in a safe space for open dialogue and collective action around solutions for housing, childcare, unemployment, and hunger.



FEATURING
KEYNOTE SPEAKER
BRIAN GOLDSTONE
*AUTHOR OF **THERE IS
NO PLACE FOR US***

Attended by community members, elected officials, non-profit leaders, businesses and educational institutions, **From Poverty to Possibilities** is a chance to demonstrate your commitment to creating lasting, tangible impact in our community and disrupting systems that create barriers for those in poverty.

Sponsors are recognized for their commitment to improving the quality of life for families in Pierce County.



WOMEN UNITED



Launched in 2025, Women United of Pierce County is an integral part of United Way of Pierce County's work to improve the economic opportunity for women and girls across our community.

Women United brings together a diverse group of women leaders, professionals, business partners and community advocates who are committed to strengthening economic stability and opportunity for women and girls in Pierce County. Members engage through:

- Purpose-driven volunteering,
- Professional development and meaningful networking opportunities
- Centering issues that directly impact women and families.

A central focus of Women United is investing in the next generation of women leaders. Through targeted financial assistance, we support underrepresented and low-income students from ALICE *households—helping remove financial barriers to education and opening pathways to long-term economic mobility.

SPRING FUNDRAISER

MAY 2026

Women United Tea Party | May 9, 2026
Farm12 Greenhouse

MONTHLY EVENTS

ONGOING

Women United hosts monthly events such as:

- Learning Events
- Women's hygiene item & clothing drives
- Volunteer projects



Sponsorship levels vary depending on the event. Sponsor the whole year for regular recognition, or connect with us to find an event that speaks to your interests.

*ALICE stands for Asset Limited, Income Constrained, and Employed

SPONSORSHIP LEVELS



	PRESENTING \$20,000	HOPE BUILDER \$10,000	CHAMPION \$5,000	GAME CHANGER \$2,500	ADVOCATE \$1,000
3-MINUTE EVENT SPEAKING OPPORTUNITY	●				
CONTRIBUTE BRANDED GIVEAWAYS	●	●			
PROMOTIONAL COLLATERAL, UWPC WEBSITE, EVENT AUDIO/VISUALS*	Large Logo	Medium Logo	Logo	Name	Name
VERBAL RECOGNITION DURING EVENT	●	●	●	●	
SOCIAL MEDIA POSTS*	6	4	3	2	1
ANNUAL REPORT RECOGNITION	Name Listed	Name Listed	Name Listed	Name Listed	Name Listed
PRESS RELEASE	●	●	●		
YOUR BRANDED BANNER DISPLAYED AT EVENT	●	●			
FEATURE NEWSLETTER ARTICLE	●				
RECOGNITION AT NEXT EVENT	Logo	Logo			
TICKETS TO EVENT	●	●	●	●	●

*All sponsors of **From Poverty to Possibilities** receive logo recognition in event materials and social media recognition across all platforms.

DON'T SEE THE RIGHT FIT FOR YOU?

We are happy to discuss a customized sponsorship package or employee engagement opportunity for your business or organization.

Contact **Annie Frisbie, Chief Development Officer** at annief@uwpc.org or 253-272-4263

SPONSORSHIP COMMITMENT



YES! SIGN ME UP TO SPONSOR AND MAKE A MEANINGFUL IMPACT IN OUR COMMUNITY!

Individual/Company/Organization Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Mailing Address _____

City _____ State _____ ZIP _____

	PRESENTING \$20,000	HOPE BUILDER \$10,000	CHAMPION \$5,000	GAME CHANGER \$2,500	ADVOCATE \$1,000
MLK JR. MONTH OF SERVICE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUMMER OF ACTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIP, SERVE & CELEBRATE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FROM POVERTY TO POSSIBILITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WOMEN UNITED FUNDRAISER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WOMEN UNITED - OTHER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$ _____					

PAYMENT OPTIONS

Invoice Me Check (enclosed)

Signature _____ Date _____

PLEASE SUBMIT THIS FORM TO:

Annie Frisbie, Chief Development Officer

Email: annief@uwpc.org

Mail: 1501 Pacific Ave, Suite 400 Tacoma, WA 98402

