

What can we . . .

**United Way
of Santa Barbara County**



Offering the
winning
combination of
community
visibility
and support!

Sponsor-



**United Way
of Santa Barbara County**

www.unitedwaysb.org
320 East Gutierrez Street
Santa Barbara, CA 93101
Phone: (805) 965-8591
Fax: (805) 962-3461

. . . do for you?

In this book you will learn some of the ways you can sponsor a United Way of Santa Barbara County program, initiative or event— and how you can benefit from doing so!

Want to help the community and gain publicity?

Does your company have a limited charitable giving allowance, but funds available for marketing development?

Does your company want to be known as a community leader in charitable giving?

Sponsoring a United Way of Santa Barbara County program, initiative or event might be just what you are looking for!

Corporate sponsorships are a great way to support United Way, involve employees in fun events, and get valuable visibility for your company. Throughout our campaign season, United Way of Santa Barbara County holds several important events. Each event receives media attention and is a perfect occasion for corporations to gain publicity.



Gifts in Kind

Be involved in the community by donating a *Gift in Kind*

What kinds of things can I donate?

- Car
- Boat
- Refrigerator
- Timeshare stay
- House stay
- Golf
- Gift baskets
- Lunch
- Dinner
- Flowers
- Boat trip
- Advertising space
- Use of a venue
- Use of a service
- Gift certificate
- Product



Be creative!!



Red Feather Ball

October 10, 2009

Sponsorship Levels

Red Feather Sponsor - \$25,000 +

Local and national recognition as a member of the Alexis de Tocqueville Society
 Best seat in the house at a table for ten for you and your guests
 Ten VIP passes to the exclusive pre-reception for honorees, event chairs, and Alexis de Tocqueville members
 Full page message / ad in the Tribute Book
 Recognition on formal invitation (if received by August 15, 2007)

Platinum Feather Sponsor - \$12,500

Local and national recognition as a member of the Alexis de Tocqueville Society
 Prominent seating at table for 10
 Two VIP passes for table hosts to the exclusive VIP pre-reception for honorees, event chairs, and Alexis de Tocqueville members
 3/4 page message / ad in the Tribute Book
 Recognition on formal invitation (if received by August 15, 2007)

Gold Feather Sponsor - \$5,000

Six seats at the Red Feather Ball
 1/2 page message / ad in the Tribute Book
 Recognition on formal invitation (if received by August 15, 2007)

Silver Feather Sponsors - \$2,500

Four Seats at the Red Feather Ball
 1/4 page message / ad in the Tribute Book
 Recognition on formal invitation (if received by August 15, 2007)

Individual Ticket Purchase - \$300 person or \$2,750 for a table of 10.
 VIP Cocktail Reception: \$350

The Facts

- An all-time high of **84% of Americans** say they are likely to switch brands, when price and quality are equal, to help support a cause. *Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding (2002).*
- **More than 7 out of 10 Americans (75%)** say a company's commitment to causes is important when they decide which products and services to recommend to others. *Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding (2002).*
- Among shareholders who rated a company's philanthropy favorably, **78% say they will continue to invest** in the company. *Source: National Philanthropy Benchmark Study, Council on Foundations & Walker Information (2002).*
- Employees whose companies support social issues are **40% more likely** to say they are proud of their company's values and nearly **25% more likely** to be loyal to their employers than those whose companies do not have such programs. *Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding (2002).*
- In 2001, corporate charitable contributions equaled **\$9.05 billion**, which represents **1.3% of corporate pre-tax profits**, one of the highest shares of profits in recent years. (These figures do not include corporate sponsorships, volunteer time, donations of facilities or services--which do not qualify as gifts under the tax code.) *Source: Giving USA Annual Report for 2001, AAFRC Trust for Philanthropy (2002).*
- **92% of Americans** today have a more positive image of companies and products that support causes, significantly higher than figures preceding September 2001 (81% in March 2001, 83% in 1999, 85% in 1993).

Bottom Line: Studies show that a company's commitment to community service is a key differentiator in the mind of the customer.

Why United Way and Why You?

For your company, sponsorships enable you to showcase your commitment to causes that you deem important among your key target audiences. Sponsorship investments need to be made with the same prudence as financial decisions. United Way understands that you are looking for the optimal return on your sponsorship investment.

Accordingly, our sponsorship packages are among the most compelling available. An investment in United Way programs and services offers an array of benefits to your company:

- **Powerful Appeal:** Consumers ranked United Way the highest in community impact among charitable organizations.
- **Strong Brand Value:** By partnering with United Way, you will reap the benefits of co-branding with one of the nation's most valued brand. In a 2003 study, the value of the United Way brand was 34.7 billion.
- **Loyal, Influential Stakeholders:** Hundreds of volunteers and key corporate and community leaders help United Way of Santa Barbara County drive the local agenda answering to the community's highest priorities.
- **Targeted Cause-Related Opportunities:** By co-branding with United Way, your organization can align specific causes that your company and employees deem are most important – including children's issues, supporting seniors, community crises, and more. United Way of Santa Barbara County and its events and programs generate visibility and reach that resonates with your valuable target audiences.



United Way
of Santa Barbara County

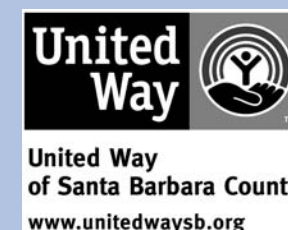


ABERCROMBIE COMMUNITY EXCELLENCE AWARD

Previous Recipients

Larry Crandell	KEYT3 Santa Barbara
Michael Towbes	Montecito Bank & Trust
Paul & Leslie Ridley Tree	Santa Barbara News-Press
Andy Granatelli	Cottage Health System
Former Sheriff Jim Thomas	Santa Barbara City College
Stewart & Katherine Abercrombie	Cox Communications
Wally and Ursula Drew	Raytheon Company
Bob Bryant	Westmont College
Stuart Taylor	Santa Barbara Bank & Trust

Saturday, October 10
6pm ~ Fess Parker's DoubleTree

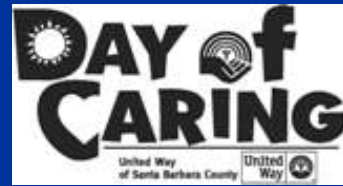


Black Tie: Dress it Red!

TO PURCHASE A TABLE OR TICKETS

(805) 965•8591 www.unitedwaysb.org/RFB

Day of Caring 18th Annual Day of Caring Saturday, September 19, 2009



Each year as a part of United Way of Santa Barbara County's Day of Caring, over 1,000 volunteers from our community donate something very precious - their time.

United Way of Santa Barbara County will host the **18th Annual Day of Caring on Saturday, September 19, 2009**. This day of heart-felt contribution is made possible by organizations in our community coming together to support this event through sponsorships. We are proud to announce our new sponsorship levels and benefits! More benefits have been added such as having an article about your company on our website and your employees receiving free T-shirts. We would like to give your organization the opportunity to be a part of this exciting chance to give back to your community.



Sponsorships go towards underwriting total event costs as well as to the annual Volunteer Breakfast. The Volunteer Breakfast kicks off the day at the Page Youth Center by providing a much needed arena to honor our volunteers and sponsors who will be contributing so much to Santa Barbara County.

We would love for your organization to be part of this day. You not only get to help, but there are so many new ways that your organization will be recognized as well. If applicable, the name and logo of your organization will be included in advertisements, public service announcements, and special interest pieces appearing in: *Santa Barbara News-Press*, *Pacific Coast Business Times*, *The Independent*, Cox Communications, K-LITE 101.7, KRUZ 97.5, and more!

Sponsor Recognition	Kickoff \$4,000	Cornerstone \$2,000-3,999	Pillar \$1,000-1,999	Building Block \$100- 999
Article on the United Way website about your company				
Representative to speak at breakfast				
Radio Spots (if sponsorship received by 7/14/06)				
Newspaper advertisements (received by 7/14/06)				
Posters and flyers				
Event press releases				
Logo on display at breakfast				
Company name on T-shirts				
Mention in United Way's Annual Thank You Report				
Free T-shirts for your company (up to 70 shirts)				
Kickoff breakfast PowerPoint				
Mention in United Way's website and newsletter				

Executive Club

The Executive Club is a recognition program that acknowledges the extraordinary support of a special group of business leaders who have demonstrated a distinguished level of giving and volunteerism to United Way of Santa Barbara County.

At the foundation of every good and significant human effort, we find a leadership group that gives the organization strength, character, purpose, and longevity.

For this reason, United Way of Santa Barbara County wants to emphasize the importance of the Executive Club.

Member Benefits

- Company name, personal name, and photo highlighted in a full page Santa Barbara News-Press, Independent, and Pacific Coast Business Times ads annually
- Company name, personal name, and photo highlighted in United Way of Santa Barbara County Newsletter: 5,400 distribution, and electronic newsletter: 12,000 distribution per month
- Hosted annual luncheon with community peers and distinguished speaker
- Reported in Annual Thank You Report: 5,000 copies
- Position as a socially responsible community leader
- Brings your workforce together as a team for an important cause and inspires employee pride for your organization

Member Requirements

- Make increasing annual net investment of \$1,200 or more to United Way of Santa Barbara County or its initiatives
- Conduct a quality employee campaign supported by United Way of Santa Barbara County staff. (Depending on organization size and structure)
- Personal commitment to employee campaign
- Annual corporate gift (if applicable)
- Commitment to employee volunteerism, fund distribution, campaign, loaned executives special events and/or Day of Caring



Partnership matters.

Director and Founder

United Way of Santa Barbara County

Lead Agencies

Girls Inc. of Greater Santa Barbara

Girls Inc. of Carpinteria

Girl Scouts of California's Central Coast

2009 Partners

- Assistance League of Santa Barbara
- Art From Scrap
- Boys and Girls Clubs of Santa Barbara
- Cancer Center of Santa Barbara
- Carpinteria Unified School District
- City of Santa Barbara, Department of Parks & Recreation
- Community Action Commission
- Community Counseling and Education Center
- Cornelia Moore Dental Foundation
- Dancing Drum
- Diabetes Resource Center
- Family Service Agency of Santa Barbara
- Foodbank of Santa Barbara County
- Goleta Union School District
- Los Compadres
- Paul Mitchell the School
- Santa Barbara Dance Arts
- Santa Barbara Eyeglass Factory
- Santa Barbara Neighborhood Clinics
- Santa Barbara Public Library
- Santa Barbara School Districts
- SBA Rock
- SEE International

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United Way of Santa Barbara County Fun in the Sun Initiative June 22 to August 7, 2009

Fun in the Sun is widely recognized as a significant resource in the lives of disadvantaged youth in our community.



"Without Fun in the Sun, most of these children would fall even further behind their peers in reading ability and character development."

-Tere Jurado,
 FSA Family Advocate

The children who attend Fun in the Sun are from the neediest families in the Santa Barbara community. These children need Fun in the Sun in order to maintain academic skills over the summer, enrich and extend their educational experiences,

and increase their chances of success in school and in life.

More than 20 twenty public and private organizations partner with us each summer to present a research-based, educationally diverse program that is *the most comprehensive our community has ever known.*

Fun in the Sun is a safety net for the lives of the children and families who participate, catching them before they fall behind during the long summer months and catapulting them forward into school with sustained skills, an expanded base of educational opportunities, and a strong foundation of social and emotional support.

Among United Way's many programs, **Fun in the Sun** has become a community hallmark, directly impacting the lives of more than 300 children annually. Young children living in Santa Barbara's low income neighborhoods are being threatened with isolation, gang violence, drug abuse, and other risky behaviors.

To combat this ongoing problem, United Way launched Fun in the Sun, a highly specialized summer enrichment program for these at-risk children.



United Way of Santa Barbara County Fun in the Sun Initiative

2007 Enhancements

- Carpinteria- Launched new Carpinteria site, serving 60 kids in general program and 5 CITs. Carpinteria School district and statistical data showed that approximately 800 children qualified for Fun in the Sun.
- Partnership with Summer Schools- Coordinate with summer school enrollment so that kids may receive intensive remediation from the districts and learning reinforcement through Fun in the Sun.
- Thematic Learning- Best-practice teaching method in which all activities are tied to one central theme.
- Expansion- Applied knowledge learned from 2007 evaluation to develop 2008 program design.

2008 Enhancements

Participants

- Fun in the Sun served 355 kids, the highest number to date. Approximately 2,000 kids in Santa Barbara County qualify for the program.

Reading

- Reading intervention component providing one-to-one or one-to-few lessons
- Partnership with Santa Barbara Public Library
 - ⇒ Coordination of children's reading activities offered at the public library
 - ⇒ Book mobile to FITS sites
 - Mornings dedicated to reading comprehension, vocabulary, and other academics
 - ⇒ Focus on sound identification for grades 1-3 and ESL learners
 - ⇒ Reading fluency for grades 4-6
 - ⇒ Daily journal writing

Character Development

- Consistent implementation of character development using the program Character Counts

Evaluations

- Contracted with independent evaluator from PRES Associates for student reading assessments
- Pre- and post- surveys, including formative feedback from staff, parents, and participants

A Few Statistics

- 61% of participants made gains in reading and phonics, while 16% maintained their reading and phonics skills
- 82% of participants maintained or gained positive perceptions of reading
- 85% maintained or displayed a gain in positive identity
- 88% maintained or displayed a gain in positive self-control

