

# BRIDGE TO FINISH

Helping low-income college students succeed

## BACKGROUND

It's widely acknowledged that education is the best way to break the cycle of poverty. Yet, living in poverty makes being in college tough. At community college—where more than half of students are low-income—it can be especially challenging to stay in school.

Food and housing insecurity affect as many as half of all college students—and is often the reason they don't complete their education. Assistance like one-time emergency grants can be the difference between dropping out and persisting.

With so many college students struggling, United Way is connecting them to services through Bridge to Finish in order to help them stay in school and graduate. And we're meeting them where they are: on campus.

## OPPORTUNITY

With your support, we can serve more than 10,000 students each year. Your dollars will allow us to continue to build partnerships with colleges and increase the number of emergency grants made to students so that they can persist. Our goal with this program is to focus on meeting the housing, food and financial needs of students of color, first generation students and working parents.

Your dollars allow us to leverage the power of on-the-ground full-time National Service members through AmeriCorps to promote and deliver the program in a way that has already proven successful. Bridge to Finish is a signature anti-poverty strategy in our community and we hope you'll join us.

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000
Company acknowledgment in United Way blog post highlighting the program	✓			
Company logo featured on outreach materials (banners, posters, etc.)	✓	✓		
Social media shoutouts	✓	✓	✓	
Company logo or name on <a href="http://www.uwkc.org">www.uwkc.org</a> (24,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or [aanderson@uwkc.org](mailto:aanderson@uwkc.org).

**BRIDGE TO FINISH** is breaking the cycle of poverty by helping low-income college students succeed. This program offers companies a wide range of partnership opportunities:

## INVESTMENT IMPACT

- Band together with other like-minded companies to raise \$15 million to serve 10,000 students.
- Your support sets the stage for low-income students across King County.

## EMPLOYEE ENGAGEMENT

- Commit to a United Way volunteer experience or a series of volunteer events over the course of a year with your team.
- Plan education for your staff (i.e. Lunch & Learns) or share meaningful human services information in internal publications.

## BRAND LIFT

- By sponsoring Bridge to Finish, you signal to the community that your company is passionate about closing the opportunity gap for King County's low-income students.
- Your company will receive significant recognition in program advertising and outreach materials.



United Way of King County