

BENEFITS HUB

Breaking the cycle of poverty, helping low-income college students succeed

Benefits Hub – Everyday Financial Tools

BACKGROUND

The college graduation gap is largely economic. Seattle has one of the highest concentrations of college students living below the poverty line when compared to cities of a similar size. At local campuses, 9% of students are homeless, 36% report they are food-insecure, and 71% of students who drop out say they leave because they have to choose between school and work.

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

United Way's Benefits Hub program offers students financial coaching, assistance in applying for benefits and financial aid, free tax preparation, a food pantry, emergency housing assistance, legal services and help with transportation and child care.

OPPORTUNITY

With your support, we can add more Benefits Hub locations throughout college campuses in King County, impacting even more low-income students. The Benefits Hub model has already expanded from the pilot program on four campuses serving 400 students to six campuses serving 4,000 low-income students in the 2017-18 school year. It is our goal that the Benefits Hub program becomes a signature anti-poverty strategy within our community.

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 www.uwkc.org (18,000 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.

The **BENEFITS HUB** program 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 \$2 million to serve 10,000 students in the 2018-19 school year.
- 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 the Benefits Hub program, 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