



BACKGROUND

For families, homelessness is especially damaging, and finding a way out is more difficult due to their many responsibilities and unique needs.

United Way's Family Resource Exchange events lessen the heavy burden of homelessness by connecting families to housing and providing other specific resources that families need. Services include financial support programs and public benefits for families, child care resources, on-the-spot job interviews, haircuts, new shoes and a food bank. Over the course of two years we've held 7 events throughout King County, served over **4,063** people and connected **877** families to housing resources.

How is this different from our larger Community Resource Exchange?

- Family Resource Exchange events happen multiple times throughout the year.
- They're at a variety of locations around King County to meet the needs of as many families as possible. Some areas we've held events at are SeaTac, Burien, and Auburn; to name a few.
- Focusing on family-friendly services allows for a more tailored experience.

OPPORTUNITY

By investing in the Family Resource Exchange your dollars will go directly towards *Streets to Home* funding, ensuring more families get placed into housing at these events. Our goal is to provide homeless families with the vital resources they desperately need so that together—that together includes you—we can ultimately reduce the number of unsheltered families living in King County.

SPONSORSHIP BENEFITS	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Assist in co-creating a Family Resource Exchange event (i.e. location, event offerings, timing, etc.)	✓		
An invitation for a company representative to speak at a 'Volunteer Welcome' of their choice	✓		
Social media shoutouts	✓	✓	
Company logo on event-day signage	✓	✓	✓
Guaranteed volunteer spots for employees	✓	✓	✓
Company logo featured on United Way's website (24,000 unique visitors monthly)	✓	✓	✓

For more information on this or any investment opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or cbates@uwkc.org.

The FAMILY RESOURCE EXCHANGE

brings volunteers, service providers and homeless or at-risk families together in communities across King County to provide vital resources tailored to a family's specific needs. These events offer companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Directly help move families experiencing homelessness off the streets and into stable housing.
- Alleviate the barriers families living on the streets face.
- Help provide the critical services and resources to homeless or at-risk families.

EMPLOYEE ENGAGEMENT

- Offer transformative volunteer opportunities for your employees at these events.
- Conduct a supply drive at your company.
- Plan education for your staff (e.g. Lunch & Learns) to engage them in these solutions.

BRAND LIFT

- By investing in the Family Resource Exchange, you signal to the community that your company supports solutions on ending the homelessness crisis for families and is actively working to get families off of the streets and into homes.