



Family Resource Exchange

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 the year we continue to see a desperate need for these events throughout the county. At the January 2019 event in Auburn we served 350 households and 1,000 total guests, and more than 250 of those households connected with housing providers and Streets to Home resources.

How is this different from our larger Community Resource Exchange?

- Family Resource Exchange events happen throughout the year.
- They're at a variety of locations around King County to meet the needs of as many families as possible. So far we've held events in SeaTac, North Seattle, Burien and Auburn.
- Focusing on family-friendly services allows for a more tailored experience.

OPPORTUNITY

By sponsoring the Family Resource Exchange your dollars will go directly to our *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 (18,000 unique 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 **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.
- Provide 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 sponsoring Family Resource Exchange events, you signal to the community that your company supports solutions on ending the homelessness crisis for families.
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.