



# INVEST IN KING COUNTY'S BLACK COMMUNITY

## BACKGROUND

The Black Community Building Collective started in fall 2020 as a participatory funding approach to invest in Black-led organizations.

This funding model cedes decision-making power around funding decisions to the people closest to the need. This group of 15 Black nonprofit leaders—who know their communities best—will determine how this funding is directed in order to support equitable recovery and long-term viability of King County's Black community.

This approach is both innovative and proven—and creates new approaches by addressing historic inequities. Black staff at United Way have been instrumental in bringing the Collective together— and donor dollars are making a second-year investment possible.

## INVESTMENT IMPACT

In an effort to shift the power to the Black community, United Way has committed \$3 million over the next two year for the Collective to invest as they see fit. By investing in this program your company is advancing in the fight for greater racial equity within our community and helping United Way meet this goal. Your support is needed now more than ever, where disparities are still growing. We invite you to join us and support the fight!

## RECOGNITION OPPORTUNITY

In addition to supporting the important work of the Collective, you'll also gain a variety of brand exposure opportunities, exclusive recognition, and tickets to United Way's *Advancing Racial Equity* events.

- ❖ **October 13, 2021** – An evening with Nicole Lynn Lewis, author of the book *Pregnant Girl: A Story of Teen Motherhood, College, and Creating a Better Future for Young Families*
- ❖ **January 2022** – In honor of Dr. Martin Luther King, Jr., a hosted keynote speaker event
- ❖ **June 2022** – A panel discussion featuring Black leaders in King County

## PARTNERSHIP LEVELS

PARTNERSHIP BENEFITS	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Title sponsor & exclusive recognition during one <i>Advancing Racial Equity</i> event	✓				
Brief speaking role at one <i>Advancing Racial Equity</i> event	✓				
Company logo on Black Community Building Collective landing page	✓	✓			
Recognition in <i>Investor Update</i> emails to donors twice/year	✓	✓	✓		
Highlight of your company on United Way's social media platforms (view Appendix A for details)	Level 1	Level 1	Level 2	Level 2	
Select number of tickets to <i>Advancing Racial Equity</i> events	✓	✓	✓	✓	
Company logo featured on all <i>Advancing Racial Equity</i> event communications	✓	✓	✓	✓	✓
Company logo featured on event registration page(s)	✓	✓	✓	✓	✓

## WANT TO LEARN MORE?

We'd love to talk with you to customize an experience that works for you. Please contact James Modie at [jmodie@uwkc.org](mailto:jmodie@uwkc.org) or 206.659.1047.

### Appendix A – Social Media Recognition

LEVEL 1 BENEFITS
<ul style="list-style-type: none"> <li>• Option to connect with our Social Media Strategist to create a personalized social media plan</li> <li>• A post on all of United Way's platforms: Facebook, Instagram, Twitter, and LinkedIn</li> <li>• Option to send us a content link to include in posts</li> </ul>
LEVEL 2 BENEFITS
<ul style="list-style-type: none"> <li>• Individual post on Facebook</li> <li>• <u>One</u> additional mention on preferred platform</li> </ul>