

See the list of 2017-2018
Circle of Caring members online at
www.unitedwaykc.org/donors-organization



**We want to recognize your organization
as a United Way**

CIRCLE OF CARING MEMBER 2018

**Recognition for business partners and organizations
that provide outstanding support for United Way's work
in building a stronger, more thriving community.**



To be eligible for United Way's 2018 Circle of Caring, your organization must:

Complete a successful United Way campaign with at least 75 percent employee participation, **OR** an increase in employee contributions, **OR** an increase in average employee gift. Plus meet three or more of these ten criteria:

- Commit to a corporate match for employee giving
- Grow number of leadership donors by at least 10%
- Donate at least 10 hours of skilled volunteers or pro bono services to United Way of Greater Kansas City
- Acknowledge your partnership with United Way by listing our name or logo on your organizational website
- Donate a portion of your paid media space to United Way
- Provide a sponsorship for a 2018 or 2019 United Way event
- HR Onboarding/Retiree transition plans for giving
- Continuous giving program
- Incentivize giving that uses best practices to encourage employee participation, giving, or increase in average gifts
- Conduct at least one employee volunteer event in 2017 supporting United Way's initiatives or a United Way funded partner. (Contact your Employee Campaign Manager to get a list of United Way partner agencies)

In recognition of your membership in the 2018 Circle of Caring, your

- » Recognition in our 2018 Annual Report
- » Recognition on the United Way of Greater Kansas City website and its social media channels
- » Recognition at selected United Way of Greater Kansas City donor network events.
- » Recognition in any special ads or lists featuring Circle of Caring published by United Way of Greater Kansas City.

First-time Circle of Caring companies will receive an award to display at your workplace. In succeeding years, companies will receive a brass plate with the year imprinted to add to your award.