

See the list of 2016-2017
Circle of Caring members online at
www.unitedwaygkc.org/donors-organization



We want to recognize your organization
as a United Way

CIRCLE OF CARING MEMBER 2017

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

U M E 1 K C



To be eligible for United Way's 2017 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 eight 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 2017 or 2018 United Way event
- Include United Way's name and logo on hard copy or digital collateral such as a holiday card or annual report
- 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 2017 Circle of Caring, your organization will receive:

- » Recognition at the 2018 United Way of Greater Kansas City Spirit of Caring Annual Meeting and Kickoff Luncheon.
- » Recognition in our 2017 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.