



## What is the 365 LIVE UNITED Small Business Circle (SBC)?

While United Way of York County has been bringing businesses, individuals, and organizations together to advance the common good for the last 28 years, a new initiative is starting in an effort to make philanthropy easier and more rewarding for *small businesses* in York County.

We are inviting small businesses to become SBC members and investors in United Way of York County through a variety of ways, detailed below.

### Why would your business be involved?

With over 4,500 individual donors in York County, we are effecting long lasting changes to improve lives in York County. When our community is strong, our workforce and small businesses benefit. Small businesses are often sent multiple requests to support a variety of important causes such as food security, education initiatives, and efforts helping people meet their basic needs. When you give to United Way of York County, your gift will support these efforts and more, allowing us to invest in initiatives and programs that create long-lasting, measurable and positive change in areas of Education, Financial Stability and Health.

*“As an independent real estate agent, I need to know that the dollars I donate are going to make an impact, and not just a dent, on the issues of York County. As a small business, it is very easy for me to justify a leadership gift to United Way of York County.”*

*- Jim Fitzgerald, Coldwell Banker Kennebunkport*

In addition to knowing that your investment is strengthening York County, members receive special marketing benefits for their gift(s) including:

- Small Business Circle Member window decal and logo in a format for online or print media (*see right for draft decal for standard membership*)
- LIVE UNITED yard sign
- Listing and link on UWYC’s website
- Listing in annual report and other relevant publications
- Thank You ad highlighting SBC members in local newspapers
- Recognition at annual Campaign Finale networking event
- Individual or team volunteer projects / ongoing opportunities through the York County Volunteer Center
- Opportunities for additional networking, social, and philanthropic activities



### How could your business be involved?

For an annual gift of at least \$100, independent contractors or small businesses (generally, those with fewer than 35 employees) will become members of the LIVE UNITED 365 Small Business Circle. Gifts can be a combination of a:

- Business Owner Contribution
- Business Owner Contribution & Employee Gifts
- Business Sponsorship for a UWYC event or project, and/or
- In-Kind Contributions for a UWYC event or project, such as our Auction



Those with combined gifts over \$1,000 will be recognized at the SBC Leadership level (*see right for draft decal for leadership membership*).

***We invite you to be part of the change in our effort to strengthen community conditions by bringing people and resources together to effect long lasting changes that improve lives.***

***To become a Small Business Circle member or to learn more about United Way of York County, visit [www.buildcommunity.org](http://www.buildcommunity.org) or call 207-985-3359.***