

United Way of Northeastern MN CORPORATE SOCIAL INVESTMENT

2025 OPPORTUNITIES



Unique ways to engage your employees while addressing key local issues.

United Way of
Northeastern MN



For more information, contact: Erin Shay
218-215-2421 | erin@unitedwaynemn.org

DOING GOOD AND DOING WELL

Businesses that invest in the community through United Way of Northeastern Minnesota reap many benefits:

attracting and retaining employees • creating more loyal customers
developing leadership skills • building goodwill in the community

Partnering with UWNEMN this way supports:

9 direct service programs

30 partner agencies

13 food shelves

15 summer libraries' summer reading programs

Scan for more
info about any of
these programs
or partners!



HERE
TO HELP



THREE KEY CSI PATHWAYS

1 HOST AN EMPLOYEE GIVING CAMPAIGN.

Implement a ready-to-go campaign strategy to unite corporate and individual philanthropy.

2 GET CONNECTED. VOLUNTEER.

Volunteer opportunities are available throughout the year and can be customized to fit your company's goals and promote team building.

3 FUNDRAISING & COMMUNITY EVENTS

With numerous events throughout the year, the reach, recognition, and impact potential is significant.

WHEN THE NEEDS CHANGE, OUR PARTNERSHIP DOESN'T HAVE TO.

UWNEMN is constantly evaluating community needs, partnerships, and the impact of our programs, and with your support, UWNEMN is perfectly poised to pivot quickly. Together, we will continue to work as one community toward positive, sustainable change!

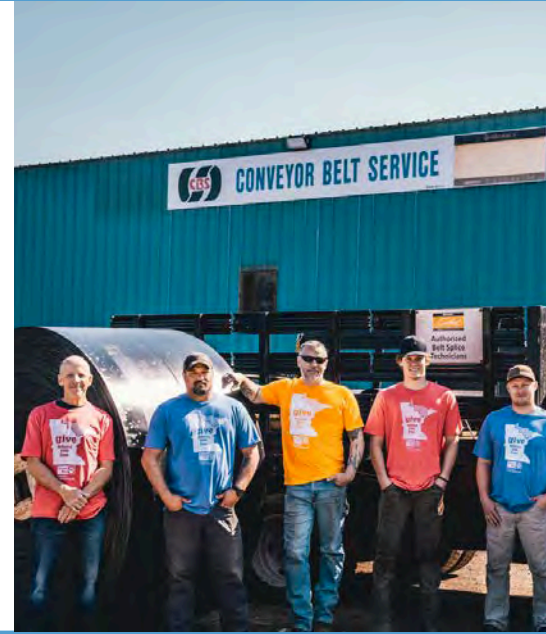
HOST AN EMPLOYEE GIVING CAMPAIGN.

Area businesses have been achieving their local philanthropic goals by giving back through United Way of Northeastern Minnesota (UWNEMN) workplace campaigns since **1966**.

This past year, local workplace and corporate giving generated over **\$1 million**. That number is as impressive as it is integral to sustaining the programs we spearhead in our community and the financial support we provide to **30 nonprofit partners**, as well as local food shelves and libraries.

A workplace giving campaign provides the opportunity for any size business the ability to rally its employees around a charitable cause that directly impacts people in the community. **That's right**, you can host a workplace with one, 100, or 1,000 employees.

We understand every company culture is different. UWNEMN campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals and philanthropic focus while working within the timing that works best for your company.



In-person employee meetings



UWNEMN staff informs your employees about how their dollars make a difference in the region.

To accommodate shift work, UWNEMN staff have held meetings as early as 4am and as late as 11pm. Employees receive our brochure, leadership giving list, and pledge form.

Meetings typically last 20 minutes, however they can be tailored to fit your company's schedule.

Virtual meetings

UWNEMN staff can present via Zoom or Teams to engage employees who work remotely or in hybrid environments.



Campaign resources

UWNEMN creates customized resources for both in-person and virtual campaign meetings including:

- emails
- posters
- language to promote the campaign
- websites (include all of our materials in digital form and online pledge form*)

**Completed online pledge forms are emailed to UWNEMN staff and your choice of internal staff member/s (typically your campaign coordinator and HR or payroll).*

Optional - but effective!

Incentives: Some companies choose to provide incentives for giving. Options for this include drawings for gift cards, paid time off, or prize packages for donors who contribute at certain levels or increase their participation.

Matching contributions: Some companies choose to provide a dollar for dollar or 50 cents on the dollar match for contributions made by employees, increasing the value of their gift.



- ✓ Once you've provided employees the opportunity to contribute and their pledge forms have been collected, **one copy is provided to UWNEMN and another to your payroll department.**
- ✓ Pledges are then entered through your company's payroll department and **deducted with each payroll** that occurs throughout the year (excluding any bonuses, profit sharing etc.).
- ✓ Each company **chooses how to remit payment** to UWNEMN based on what is most convenient for them. Options typically include monthly, bi-monthly, quarterly, semi-annual, and annual distributions either via check or ACH.
- ✓ Employees who do not wish to give through payroll deductions can make a cash or check contribution or set up recurring monthly or round-up donations online at **unitedwaynemn.org/give.**



GET CONNECTED. VOLUNTEER.

UWNEMN regularly offers volunteer opportunities ideal for workplace groups throughout the year, including:

Buddy Backpacks: Pack weekend meal kits for local children at-risk of hunger.
(September-May)

Day of Action: Help community members in need with home and yard improvement projects.
(June)

Meet Up and Chow Down: Hand out free summer lunches to children throughout the region 12-1 pm
Monday-Thursday.
(June-August)

Little Free Libraries: Adopt a Little Free Library near you to keep stocked and in good condition.
(Yearround)

Contact us for personalized volunteer opportunities!
(info@unitedwaynemn.org)

100% of United Way volunteers say volunteering helps them build social connections.

51% say volunteering decreases their stress.

91% say volunteering gives them a sense of purpose.

82% say volunteering increases their happiness.

FUNDRAISING & COMMUNITY EVENTS

Your support of the below 2025 events impacts lives across the region - providing funding to one of UWNEMN's critically needed direct service programs, building connections in the community, and/or directly assisting local residents.



JANUARY

Power of the Purse features an evening of food, wine, themed costume contest, games, raffles, and auctions to support Imagination Library.

United for Veterans Retreat connects veterans, servicemembers, and their families with others from across the region.

MARCH

Annual Celebration honors top UWNEMN campaigns, volunteers, and agencies of the past year.

Fund Distribution Day connects UWNEMN donors with the agencies impacted by their gifts to allocate UWNEMN grant funding.

APRIL

Flavor of the North is a UWNEMN staple celebrating the best food and drink in the region. The event also features our largest auction of the year. All proceeds benefit Buddy Backpacks.

MAY

United for Veterans Cash Raffle is a \$20,000 cash raffle to support United for Veterans (400 tickets sold).

Volunteer Appreciation BBQ is our way to thank the incredible individuals who invest so much time in support of our organization and region.

JUNE

Day of Action mobilizes volunteers across the region for one day of community revitalization. UWNEMN partners with one local city each year for Day of Action. 2025 Day of Action will take place in Nashwauk!

JULY

Take a Swing at Hunger is an invite-only golf scramble preceding the \$10,000 Golf Ball Drop which sells 1,000 golf balls to be dropped onto a hole for cash prizes. Both event proceeds benefit Buddy Backpacks.

NOVEMBER

Youth United Contest introduces UWNEMN to future community leaders and provides UWNEMN insight into what's most important to local students. High school seniors across the region are invited to participate to win up to \$10,000 in scholarship funds.

DECEMBER

Bucks for Backpacks is a \$20,000 cash raffle to support Buddy Backpacks (400 tickets sold).

**DATE
TBA**

Legislative Meet & Greet is an invite-only meeting for UWNEMN Board Members, top sponsors, and agencies with state legislators.

SIGN ON in support of the events most-aligned with your philanthropic goals individually *OR* support events year round with one underwriting package!

JANUARY 30, 2025
IRON TRAIL MOTORS EVENT CENTER

power of the **purse**

WALK THE RED CARPET

with 300 attendees dressed as their favorite movie character or star for the 17th Annual Power of the Purse event to support Imagination Library!



*Celebrate the great things
that happened because you*



Join us to celebrate the impact of the programs your sponsorship supports - and your fellow donors and volunteers who make them possible!

March 27, 2025 / Minnesota Discovery Center (Chisholm)

The Northland's premier food and beverage event!



April 24, 2025

Range Recreation
Civic Center (Eveleth)



Taste the best dishes local restaurants have to offer, plus bid on items in our biggest auction of the year! This event is a fan-favorite, (over 550 guests!) and proceeds support Buddy Backpacks.



2025 Fundraising Events



JULY 31, 2025
ESHQUAGUMA
COUNTRY CLUB
(EVELETH)

United Way of Northeastern Minnesota's

\$10,000
GOLF BALL
DROP

TWO EVENTS IN ONE!

Top sponsors receive a team in our invite-only golf scramble, Take a Swing at Hunger, featuring exciting contests and prizes.

Stick around for the \$10,000 Golf Ball Drop to see 1,000 golf balls dropped onto the green. Balls correspond with raffle tickets, and if your ball is closest to the hole, you win cash! (Two drops, 10 winners.) Proceeds from the scramble and drop benefit Buddy Backpacks.



2025 Self-Sustained Events

UWNEMN holds two cash raffles each year; one to support United for Veterans, and the other to support Buddy Backpacks. Supporters purchase a \$100 raffle ticket then unite at the accompanying Raffle Drawing Party to find out if they're a big winner. (Need not be present to win.)



UNITED
FOR VETERANS
CASH RAFFLE



\$20,000
BUCKS FOR BACKPACKS
CASH RAFFLE



Cash raffles are largely self-sustained and not typically sponsored. If you'd like to sponsor one of the drawing parties, contact elizabeth@unitedwaynemn.org!



UNITED FOR VETERANS RETREAT

**JANUARY 17-19, 2025
GRAND ELY LODGE**



Local veterans, service members, and their families are invited to spend a weekend at Grand Ely Lodge enjoying family time and connecting with other military families from across the region through UWNEMN's United for Veterans initiative. More than 75 people attended the last retreat in 2023. CSI support provides attendee meals, speakers, activities, and reduce room rates for attendees.

FUND DISTRIBUTION DAY

See your investments in action by volunteering for Fund Distribution Day! Nearly 100 UWNEMN donors volunteer each year to review applications and interview the nonprofit agencies that apply for UWNEMN funding to determine where their donations are reinvested.

CSI support assists with facility rental costs as well as food and materials for volunteers.



MARCH 2025 | MN NORTH COLLEGE (VIRGINIA CAMPUS)



United Way of
Northeastern MN



VOLUNTEER APPRECIATION

May 2025

UWNEMN's Building
608 East Drive, Chisholm



A simple thank you isn't enough for the groups and individuals who dedicate so much time to our community and organization. UWNEMN invites everyone who's volunteered with us or our partners over the past year to join us for food, fun, and more. CSI support provides food and gifts for volunteers.

June 2025
Nashwan



UWNEMN will work with a community to identify homes and community spaces in need of repair and revitalization then mobilize volunteers to tackle those projects in one impactful Day of Action in June. In 2024, we partnered with Community and Economic Development Associates (CEDA), Itasca County Habitat for Humanity, and the City of Keewatin, and 125+ volunteers successfully completed 24 projects to help their neighbors and beautify the community. CSI support provides volunteers with meals, t-shirts, and materials.



Youth United
CONTEST
Opens November 1, 2025

High school seniors across UWNEMN's service area are invited to share their thoughts on the most pressing issues facing their community - and their ideas for ways to address those issues - for a chance at up to \$10,000 in scholarship funds. CSI support provides scholarship funds.



LEGISLATIVE MEET & GREET

This invite-only breakfast gives our lawmakers the opportunity to hear directly from UWNEMN's vast network of partner agencies about the work they do and most pressing needs they're seeing in our region. CSI support provides meals and meeting materials for attendees.



2025 Date TBA
UWNEMN's Building

CORPORATE SOCIAL INVESTMENT PARTNERSHIP

☐ Our company would like to host a workplace giving campaign in 2025.

☐ Our company would like more information on volunteer opportunities in 2025.

☐ Our company would like to underwrite UWNEMN's 2025 community impact events AND fundraising events to support its programming in 2025.

☐ **Diamond Partner - \$25,000**

- **All Platinum Partner benefits PLUS:**
 - **Priority** for Presenting Recognition (first come, first choice - limit one per event still applies)
 - **Presenting Recognition** at one of six Community Impact Events (first come, first choice - limit one per event/logo at top of remaining Community Impact Event promotions)

Diamond Partners - Indicate the Community Impact Event you'd like to present below. (First come, first choice.)

- | | |
|--|---|
| <input type="checkbox"/> United for Veterans Retreat | <input type="checkbox"/> Youth United Contest |
| <input type="checkbox"/> Day of Action | <input type="checkbox"/> Fund Distribution Day |
| <input type="checkbox"/> Volunteer Appreciation BBQ | <input type="checkbox"/> Legislative Meet & Greet |

Diamond & Platinum Partners - Indicate the Fundraising Event you'd like to present below. (First come, first choice.)

☐ **Platinum Partner - \$10,000**

- **Presenting Recognition** at one of the four Fundraising Events (first come, first choice - limit one per event)
 - **16 tickets** for Flavor of the North, Power of the Purse, or Annual Celebration - OR **two-4 person teams** for golf scramble
- **8 tickets** for each of the remaining Fundraising Events; **one 4-person team** at golf scramble
- **One week pre-sale access** to purchase additional event tickets before sales open
- **Large top logo** on all event promotions (radio, digital, print)
- **One representative** at the UWNEMN Legislative Meet & Greet
- **Logo and website link** on UWNEMN website

- | | |
|---|---|
| <input type="checkbox"/> Flavor of the North | <input type="checkbox"/> Power of the Purse |
| <input type="checkbox"/> Take a Swing at Hunger | <input type="checkbox"/> Annual Celebration |

☐ Our company would like to underwrite UWNEMN's fundraising events to support its programming in 2025.

☐ **Gold Partner - \$5,000**

- **8 tickets** for each of the Fundraising Events, excluding golf scramble
- **Medium logo** on all event promotions (radio, digital, print)
- **One representative** at the UWNEMN Legislative Meet & Greet
- **Logo and website link** on UWNEMN website

☐ **Silver Partner - \$3,000**

- **4 tickets** for each of the Fundraising Events, excluding golf scramble
- **Small logo** on all event promotions (radio, digital, print)
- **Logo and website link** on UWNEMN website

Return by November 1, 2024, for your logo to be included in ALL* 2025 event promotions.

*Only Diamond Partners will have logos included on Community Impact Events. If you're interested in supporting a Community Impact Event, contact erin@unitedwaynemn.org.

CONTACT PERSON _____

PHONE _____

ORGANIZATION _____

ADDRESS _____

SIGNATURE _____

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Please bill us. | <input type="checkbox"/> ACH payment | <input type="checkbox"/> Logo has been emailed. |
|--|--------------------------------------|---|

CHECKS PAYABLE TO: United Way of Northeastern Minnesota
608 East Drive, Chisholm MN 55719

FOR MORE INFORMATION:
218-215-2421 | erin@unitedwaynemn.org



United Way of
Northeastern Minnesota

2025 A LA CARTE EVENT SUPPORT

GOLD PARTNER

- Large logo on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Half page shared ad in event program.
- Event and tabletop signage.
- Eight (8) tickets to event with VIP seating.

SILVER PARTNER

- Small logo on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Quarter page shared ad in event program.
- Event and tabletop signage.
- Four (4) tickets to the event.

BRONZE PARTNER

- Name mention on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Name mention in event program.
- Two (2) tickets to the event.

We are choosing to support UWNEMN by supporting the following events individually in 2025:

<input type="checkbox"/> Power of the Purse (1/30)	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> Annual Celebration (3/27)	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> Flavor of the North (4/24)	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> Take a Swing at Hunger (7/31)	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Hole \$250

**TOTAL 2025
EVENT
SUPPORT**



*Corporate Social Responsibility Diamond & Platinum Partners have the priority of Presenting an event (limited 1 per event). After the deadline of **November 20, 2024**, Presenting opportunities (\$5,000) will open for single events based on availability. If you would like inquire about Presenting an event, please contact Erin Shay.*

We would like more information on how to support the following UWNEMN Community Impact Event(s) in 2025:

- | | |
|--|--|
| <input type="checkbox"/> United for Veterans Retreat (1/17-1/19) | <input type="checkbox"/> Fund Distribution Day (March 2025) |
| <input type="checkbox"/> Volunteer Appreciation BBQ (May 2025) | <input type="checkbox"/> Day of Action (June 2025) |
| <input type="checkbox"/> Legislative Meet & Greet (2025 Date TBA) | <input type="checkbox"/> Youth United Contest (Nov. 25 - Jan. 26) |

CONTACT PERSON _____ PHONE _____

ORGANIZATION _____

ADDRESS _____

SIGNATURE _____

- ☐ Please bill us.
 ☐ ACH payment
 ☐ Logo has been emailed.

CHECKS PAYABLE TO: United Way of Northeastern Minnesota
608 East Drive, Chisholm MN 55719

FOR MORE INFORMATION:
218-215-2421 | erin@unitedwaynemn.org



LET'S TALK ABOUT DOING MORE TOGETHER

Become a corporate social investment partner, and join these local leaders:



For more information about 2025 corporate event sponsorships, please contact Erin Shay at 218-215-2421 or erin@unitedwaynemn.org.