



SMALL BUSINESS UNITED

Connect. Engage. Contribute.

**United Way
of East Central Iowa**

Small businesses are the backbone of our local economy. As a small business owner, you are in it for the long haul. Your business is rooted in the community – and community involvement can be a valuable recruitment and retention tool.

Small businesses like yours can make a big impact.

Through United Way of East Central Iowa (UWECI), you can build your business and employee morale. We are proud to announce a new initiative to make philanthropy easier and more rewarding for the business community in East Central Iowa.

Today, we are joining forces with small businesses like yours to benefit the future of your business, while also investing in programs that create long-lasting positive change in our community.

Why Small Business United?

UWECI's Small Business United is a chance for local businesses and UWECI to work together. By partnering, you'll not only experience increased visibility through networking and co-branding opportunities, but you'll be making a difference in tens of thousands of lives in our community.

Get a return on your investment.

Aside from creating long-lasting changes in the education, financial stability, and health of our community, supporting United Way's Small Business United gives your business and your employees added value, benefits, and recognition as a charitable partner and good corporate citizen.

Small Business United

Annual Donation Levels & Benefits

Level 1: \$100-499	Level 2: \$500-\$999	Level 3: \$1,000+
	In addition to Level 1 benefits:	In addition to Level 1-2 benefits:
Social media highlight	Two discounted tickets to UWECI Time for Art: A Celebration of Volunteers event	Listing in UWECI annual Leadership Directory
UWECI Small Business United window decal	Highlight in UWECI monthly newsletter (13,000+ subscribers)	Two free tickets to UWECI Game Changers: A Year in Review event
Listing on UWECI website	Blog highlight on UWECI website	•
Resource information: Volunteer Income Tax Assistance (VITA), 211, FamilyWize discount card, & more	•	•
Custom training to utilize UWECI Volunteer Now to list volunteer or intern positions	•	•

Employer benefits include:

- Brand exposure and recognition through print and digital materials
- Volunteer projects
- Invitations to UWECI events
- Support strategically vetted local nonprofits and programs efficiently and effectively.

Employee benefits include:

- Information regarding local services, including:
 - FamilyWize discount prescription savings
 - Free tax preparation through Volunteer Income Tax Assistance (VITA)
 - UWECI funded programs

About United Way

Connecting the dots for people is what United Way of East Central Iowa does best. We are experts in identifying gaps of need in our community and investing in organizations that specialize in filling those gaps. We create a network of partners so people have the resources to not just bounce back but move forward. When the people in our community thrive, our community thrives.

Interested?

Contact us at 319-398-5372 ext. 811 or kylee.pusteoska@uweci.org to receive our menu of options to reach Levels 1-3 in a way that best fits your business.

