

UNITED IS THE WAY



CORPORATE & CAUSE PARTNERSHIP QUESTIONNAIRE

Please take a moment to read the [Corporate & Cause Partnership Fact Sheet](#) to ensure that you are aware of the partnership standards and requirements for a relationship with United Way Worldwide. If you believe your company or organization aligns with these standards, we invite you to complete this questionnaire and return it to the Global Corporate Partnerships team.

INFORMATION ABOUT YOUR COMPANY

Company Name:

Website:

Address 1:

Address 2:

City: State: ZIP Code:

Phone:

Primary Contact Name and Title:

Primary Contact Email Address:

Brief description of your company/organization, including a description of the types of services or products you offer. Please include the year your company/organization was founded and the name of your parent company/organization, if applicable.

Have you read United Way Worldwide guidelines regarding corporate and cause partnerships and promotions?

☐ Yes ☐ No

Are there any conflicts between United Way guidelines and the guidelines or policies of your company/organization? If yes, please explain.

☐ Yes ☐ No

Is your company/organization involved in the manufacture or distribution of tobacco, cannabis, or alcoholic products, or does your company/organization engage in or promote gambling?

☐ Yes ☐ No

Has your company/organization been involved with a cause-related marketing program, charitable giving, or licensing program with a nonprofit organization in the past? If yes, please describe the nature and success of the program(s) and the benefiting organization(s).

☐ Yes ☐ No

INFORMATION ABOUT THE PROPOSED PARTNERSHIP

Describe the partnership your company/organization is proposing in as much detail as possible. Please include all resources you will utilize to support the collaboration (e.g., website, advertising and marketing, promotional materials, printing, hangtag/on pack, account support/sales team, store visibility, public relations activities, etc.). Please attach reference links, a sample media kit, and/or brochure.

Describe the key objectives that your company/organization would like to achieve through this partnership in as much detail as possible. "What does success look like beyond 'doing good'?" Please include business objectives, target audience, and other relevant details. This will assist us in evaluating and matching the opportunity to the audience and property or program, if applicable.

What is the expected duration of the partnership?

If product-related, what is the retail price of the item? Has the item already been produced? Where is it sourced, manufactured, and stored? Will you handle distribution yourself or through a third party? What retail partners are in place?

Are you seeking to make United Way the “charity of choice” for your company/organization?
☐ Yes ☐ No

If product-related, will United Way be the sole beneficiary of this partnership?
☐ Yes ☐ No

Are you creating similar partnerships with other organizations?
☐ Yes ☐ No

Are there deadline dates that your company/organization is trying to meet with regard to this partnership that United Way should take into consideration during the evaluation process?

NOTE: In order to ensure that our partners, United Way and our supporters can feel proud of the partnerships created to support United Way, we ask for a minimum guaranteed contribution of at least \$100,000. If a product-related partnership, in addition to the flat minimum, we recommend an additional minimum donation of at least 10% of the retail price for a consumer promotion triggered by a retail purchase (the total donation amount may be capped). Programs triggered by wholesale transaction, or other method, also require the same minimum donations, but vary depending on the nature and scope of the partnership. Cause marketing funds are designated as unrestricted and support the mission of the organization and the United Way network, inclusive of local United Way organizations.

What is the minimum guaranteed donation amount that you are proposing to United Way? Please express this as both dollars and percentage (if a product-related partnership)?

Do you propose this to be a ☐ Minimum ☐ Maximum?

What is the total amount of money you expect to raise through the proposed partnership? Please include the formula used to arrive at your estimate.

Does the proposed partnership apply to the domestic (US) market only? If no, please identify the non-US markets where you desire to activate the partnership.
☐ Yes ☐ No

Please outline your expectations for United Way Worldwide involvement and support of the partnership. Include any costs to United Way that you envision in developing this partnership.

UNITED WAY AFFILIATIONS & CONNECTIONS

What is the top reason that prompted you to contact United Way Worldwide about this partnership today?

Have you contacted your local United Way with this partnership opportunity? If yes, please list your staff contacts and the dates and content of those conversations.

☐ Yes ☐ No

NOTE: Local United Ways are not authorized to grant usage of the United Way logo, except with the local geographic tag.

Are you a current United Way volunteer? If yes, please list which office(s) you have worked with and describe your participation (e.g., event/committee volunteer).

☐ Yes ☐ No

Please include any additional information that we should know in considering this partnership or promotion.

Please return completed questionnaire and related materials to partnerships@unitedway.org.
Electronic delivery preferred. Completed questionnaires may also be mailed to:

United Way Worldwide
ATTN: Development/Global Corporate Partnerships
701 N. Fairfax Street
Alexandria, VA 22314

Thank you for your interest in partnering with us. We look forward to speaking with you soon.