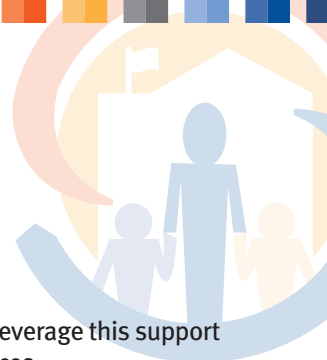


UNITED WAY COMMUNITY SCHOOL

CORPORATE PARTNERS: WHAT TO EXPECT



Funding

DO Expect a Corporate Partner to:

- Commit to financial support for a minimum of three years. This support is donated through United Way and provided to the lead partner in an MOA for support of the salary of the Community School coordinator/director.

DO NOT Expect a Corporate Partner to:

- Provide ongoing or arbitrary funding for needs/opportunities identified throughout the school year. Any additional funding asks shall be managed through United Way.

Employees as Volunteers

DO Expect a Corporate Partner to:

- Identify an employee champion who will serve as the liaison between the corporate partner and the Community School.
- Engage with the Community School coordinator/director to identify ways to incorporate other employees as volunteers.
- Request a list of volunteer opportunities for its employees at the beginning of each school year identifying the number of volunteers needed and various roles they will play.

DO NOT Expect a Corporate Partner to:

- Provide employees as volunteers for every event held at the school or for any event not initially listed on the list provided at the beginning of the year.
- Encourage/allow employees to join the school PTA/PTO, etc.
- Permit employees to individually fund events at the Community School.

Decision Making

DO Expect a Corporate Partner to:

- Be invited to participate as a member of the Community School leadership team.
- Participate in conversations and planning for strategies that promote solutions and student success.
- Share areas of expertise and resources related to the problems, needs and solutions identified.

DO NOT Expect a Corporate Partner to:

- Be included in every day conversations about life and needs of the Community School.
- Be specifically consulted for “approval” of any kind before proceeding with a plan, project, etc. unless it specifically involves the corporate partner.
- Prevent/inhibit the engagement of any other supporting entity in any way to the Community School.

Engaging Other Partners

DO Expect a Corporate Partner to:

- Encourage the Community School to leverage this support to engage additional partners/resources.
- Promote the good work at the school through their workplace and other networks.
- Champion the work in the community when/where appropriate.
- Advocate for policy changes that would bring additional support to the school, district, and work overall, when appropriate and mutually advantageous.

DO NOT Expect a Corporate Partner to:

- To be the sole business/financial partner at a Community School.

Communication

DO Expect a Corporate Partner to:

- Be included in the email list of community partners who receive regular updates.
- Be included in press releases sent out through United Way.
- Have their logo included in all Community School-related information/documents as suggested by United Way.
- Champion the work of the school, district, lead partner and United Way.
- Be invited to events hosted by the school that spotlight the partnership.
- Be invited to participate in any media interviews or presentations conducted at the Community School.
- Require the submission of an annual report indicating how the investment in the Community School is making a difference for the students, families, staff and others. To be managed through United Way.

DO NOT Expect a Corporate Partner to:

- Be copied on all emails related to the Community School.
- Be part of the Community School core meetings.
- Have employees present at all events happening at the Community School, with or without media.

Corporate Partners will also be:

- Invited to join the United Way Community Schools Council for Grade Level Reading.
- Recognized by name, logo and web link, when applicable, on the United Way, Community School, district and lead partner websites.
- Recognized at all presentations on the overall initiative and sponsored Community School.
- Invited to join the United Way Community School Council for Grade Level Reading Partnership Network.

GIVE. ADVOCATE. VOLUNTEER.

United Way of the
Greater Lehigh Valley

UnitedWayGLV.org

