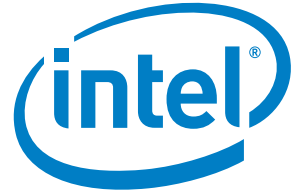


2010-11 Cornerstone Partners thank you for your support!



### MAKE A DIFFERENCE

Becoming a Cornerstone Partner is just one of the ways your company can work with United Way. Ask us about our:

**Leadership Development Program**

**In-Kind Donations**

**Volunteer Opportunities**

**Event Sponsorship**

Contact Toni Carlo,  
Vice President of Workplace Giving  
at 503.228.9341  
or [tonic@unitedway-pdx.org](mailto:tonic@unitedway-pdx.org).



## UNITED WAY CORNERSTONE PARTNERS

Imagine the power of telling your employees that 100% of money they give will go toward helping individuals, children and families right here in the four-county Portland and Vancouver metro area. United Way's Cornerstone Partners make this possible. Workplace giving increases because donors are more confident that their contributions are going where they are most needed. Your company will also receive benefits from co-branding with United Way and recognition for your leadership role in building a stronger community. Join some of the region's top companies and become a Cornerstone Partner today.

### What is a Cornerstone Partner

Cornerstone Partners are companies who designate all or a portion of their corporate donation to underwrite the fundraising and administrative costs for United Way of the Columbia-Willamette. As a business leader, you understand the cost of running a business and leveraging dollars to maximize your investment. That's why we need your help. By becoming a Cornerstone Partner you are helping United Way create a solid foundation for giving by removing a barrier for potential donors.

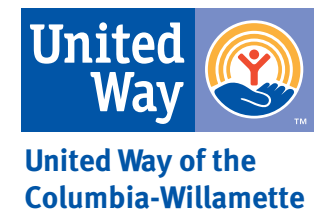
The program was introduced in 2007, and with your support campaign revenue has grown from \$17.4 million to \$21.1 over four years. This represents a 15% increase and is especially impressive in light of the challenging economy the last few years.

United Way continues to focus on overhead reduction and in the most recent fiscal year ending June 30, 2010, our overhead was 14.6%. This includes administrative costs for management and general operations at a very competitive 6.2% and additional 8.4% to run the annual community campaign.

### Cornerstone Benefits

Becoming a United Way Cornerstone Partner is an ideal way to respond to employee concerns about fees being taken from their donation. This increases employee satisfaction, confidence, and workplace giving. Six out of 10 companies report that the program made a significant difference in their campaigns and lead to higher employee participation and donations. More importantly, the program not only benefits your employees but donors throughout the four-county region.

The additional funds that are raised are invested in programs to help make lasting changes in our local community. We appreciate your commitment to United Way of the Columbia-Willamette. Your leadership as a Cornerstone Partner includes the following opportunities for recognition:



# 2011 - 2012 Cornerstone Partners Pledge Form

**THANKS TO CORNERSTONE PARTNERS**, 100% of contributions received will be invested in programs to help those in need right here in the four-county Portland/Vancouver area.



**\$100,000 +**

- Large logo in the annual fundraising brochure
- Large logo in the United Way newsletter (3 sent annually)
- Large logo and link acknowledgement in United Way e-newsletters
- Logo on the United Way homepage and Cornerstone Partners site
- Included in select print ads
- Logo on event invitations and banners
- Prominent recognition in United Way's entrance
- Logo on prominent display window at United Way
- Co-branded building banner
- Logo recognition in the United Way Annual Report
- Invitations to VIP events



**\$50,000 - \$99,999**

- Medium logo in the annual fundraising brochure
- Medium logo in the United Way newsletter (3 sent annually)
- Medium logo and link acknowledgement in United Way e-newsletters
- Logo on United Way website (Cornerstone Partners page)
- Included in select print ads
- Medium logo on event invitations and banners
- Recognition in United Way's entrance
- Logo on display window at United Way
- Co-branded building banner
- Medium logo recognition in the United Way Annual Report
- Invitations to VIP events



**\$25,000 - \$49,999**

- Small logo in the annual fundraising brochure
- Small logo in the United Way newsletter (3 sent annually)
- Logo on United Way website (Cornerstone Partners page)
- Included in select print ads
- Small logo on event invitations and banners
- Recognition in United Way's entrance
- Logo on display window at United Way
- Co-branded building banner
- Small logo recognition in the United Way Annual Report
- Invitations to VIP events

**\$10,000 - \$24,999**

- Listing in the United Way newsletter (3 sent annually)
- Listing on United Way website (Cornerstone Partners page)
- Listing on signage at the United Way's entrance
- Co-branded building banner
- Listing in the United Way Annual Report

**\$5,000 - \$9,999**

- Listing in the United Way newsletter (3 sent annually)
- Listing on United Way website (Cornerstone Partners page)
- Co-branded building banner
- Listing in the United Way Annual Report

Organization/Business \_\_\_\_\_

Representative's Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Yes! Please sign our organization up to be a Cornerstone Partner. We would like our corporate gift to be applied to cover United Way's overhead expenses, our organization understands we will receive benefits based on our level of contribution.

Our organization does not wish to be a Cornerstone Partner but we are enclosing a corporate gift.

Total Pledged \$ \_\_\_\_\_  
 Amount Enclosed \$ \_\_\_\_\_  
 Pledge Balance \$ \_\_\_\_\_

**Balance will be paid:**

- Monthly  Quarterly  One Time (month)
- Check Enclosed (please make check payable to United Way of the Columbia-Willamette)

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail or Fax back to:**  
**United Way of the Columbia-Willamette**  
**619 SW 11th Avenue #300**  
**Portland, OR 97205**  
**Fax: 503.226.9385**  
**Attention: Toni Carlo**

**Thank you for your support.**

