

United Way of Bucks County 2019 Sponsorship Opportunities

Holiday Gift Card Drive

Best for sponsors who care about:

Older kids and teens, holiday help for families in need,
unmet community needs, overlooked populations.

Every year, hundreds of older kids and teens in Bucks County are forgotten during the holidays. Toy drives provide the right gifts for kids under 12, but not much for older siblings.

The **Holiday Gift Card Drive** ensures that *all* young people in Bucks County get at least one great, exciting gift. This means serving over 1,000 young people with verified needs.



Some of the kids we serve have lost a parent; some have lost their home; some live in poverty. Some are young people living in the foster care system or in group homes and feel abandoned, like they have to fend for themselves. This project brings holiday joy to young people who are going through a lot.

Meet Jake: Jake's world turned upside down when his mother passed away suddenly. His grandmother welcomed him into her small, one-bedroom apartment, but things were tight. When his grandmother was diagnosed with breast cancer, things got even worse.

At just 13 years old, Jake has faced things that would break many adults. But he's strong, he's humble – and he is grateful.

Knowing she wouldn't be able to afford a Christmas present for Jake, his grandmother contacted the holiday gift card drive for help. "We are struggling to survive every day," she said.

When asked if Jake wanted anything special she said, "No, he's the kind of kid who would be grateful for anything."

Jake received a \$25 gift card from the Holiday Gift Card Drive to spend on some new clothes and a \$5 card to go out for fast food. For a young teen who was expecting nothing on Christmas, those gift cards meant everything.

Learn how you can help more teens like Jake on the next page.



To become a 2019 sponsor, contact Sheri Ratner at 215.949.1660 ext 114 or sherir@uwbucks.org.

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Benefits to All Sponsors

- Your company logo on holiday appeal letters, signage at the volunteer event, and the UW Bucks website.
- Recognition in all Holiday Gift Card Drive press releases and blogs and exposure to our 5,000+ followers through social media “sponsor shoutouts”.
- Reserved space at the Holiday Gift Card Drive shopping, sorting, packing event for your volunteers so they can work together to help local kids.
- Option to have a speaker meet with your staff to discuss the impact that you are making.
- Option to submit a blog about your team’s commitment to the community.
- Option to have a volunteer event at your site where your team members make custom cards for the older kids and teens in need.
- Personal thank you note from a child or family you helped.
- A custom thank you detailing project results and your business’ impact, plus a framed certificate acknowledging your role in this project.

Sponsorship Level: \$2,500

Deadline to Sponsor: Friday, October 25, 2019



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