



SPONSORED EMPLOYEE PROGRAM

Strategically designed to help employers invest in ambitious leaders and demonstrate their commitment to the community.

ENHANCE YOUR COMPANY PROFILE AND BRAND REPUTATION



United Way
Calgary and Area



BENEFITS TO YOUR BOTTOM LINE

- **Strengthen your brand as a socially responsible corporation and employer of choice**
- **Gain recognition as a corporate leader who is invested in developing tomorrow's leaders for our city**
- **Deepen the local impact of your corporate social responsibility program by supporting activities in your community**
- **Transformational development opportunity for top employees**

When your company participates in the Sponsored Employee Program, you are playing an integral role in shaping the business leaders of tomorrow. A sponsorship of \$20,000 will enable United Way to hire a qualified candidate who is eager to get into the workforce, helping launch a career by giving someone an opportunity to gain valuable job experience. Alternatively, your company may choose to second a high-potential employee, providing them with valuable skills to take your company to the next level of corporate social responsibility and positively impact the community that you do business in.

OVERVIEW

Sponsored employees play a crucial role in providing guidance and customer service to over 1,000 workplaces. They are a key resource during United Way's annual fundraising campaign, helping develop strategy, delivering presentations, and creating public awareness—all while training, motivating, and supporting workplace volunteers. In some instances, sponsored employees are hired to support special fundraising initiatives, or to provide administrative support to the Campaign Development team.

The Sponsored Employee Program grows today's community advocates into tomorrow's leaders by building professional, personal, and community development experience.

RECOGNIZING YOUR CONTRIBUTION

Each year, United Way supports over 1,000 workplace campaigns to improve lives locally. We wouldn't be able to do it without the generous support of companies like yours, and individual participation in the Sponsored Employee Program.

By participating in this program, your business will receive a variety of brand enhancement opportunities:

- Email signature
- Business cards
- LinkedIn post highlighting involvement and introducing employee
- Recognition on United Way's website
- Verbal recognition from participating employees each time they present a speech or speaker (approximately 30 times per year across various workplaces)

THANK YOU!



United Way of Calgary and Area
thanks our generous sponsors for
supporting the Sponsored Employee
Program during our 2024 campaign.



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HOW TO GET INVOLVED

1. Second an employee and accelerate their career!

Second an employee to the program for 16-18 weeks starting August 18, 2025. A seconded employee's salary and benefits continue to be paid by their employer. Day-to-day management is the responsibility of United Way.

2. Provide a cash sponsorship to launch someone else's career!

Some organizations are unable to identify the appropriate individuals to second, or can't spare their best and brightest right now. However, your company can still play a key role in supporting the community by providing sponsorship funding to launch someone else's career.

A sponsorship of \$20,000 will enable United Way to hire a qualified candidate who is eager to gain valuable job experience. Your sponsorship will directly cover the salary and expenses of a hired employee for 16-18 weeks.

**For more information on the
Sponsored Employee Program, please email:
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calgaryunitedway.org