



United Way
of the Tri-Valley Area

Corporate Champion Circle (CCC) Policy

The Corporate Champion Circle was established by United Way of the Tri-Valley Area to leverage contributions that can positively impact the community and, in turn, provide marketing opportunities for businesses that partner with United Way. The following outlines the Corporate Champion Circle program in detail:

1. A CCC member agrees to become a member at one of three giving levels (\$1,500; \$3,000 or \$5,000).
2. CCC members can pay in installments. Membership payments are by check, cash or credit card. In-kind contributions do not qualify for CCC membership.
3. The business signs documentation that details United Way's deliverables based on giving level; what the payment schedule will be; as well as what logo should be used.
4. CCC membership is for one year and begins on the first day of the month following receipt of the signed agreement.
5. All deliverables (social media posts, movie theater ads, event sponsorships) are tracked internally by United Way staff.
6. CCC members must be businesses and not grantors.
7. Businesses that historically have donated above \$1,500 to United Way will be contacted to see if they would like to join the CCC at the level commensurate with their current giving level. There is no additional contribution required.
8. There are no restrictions on CCC representation from various business sectors.

Approved 12.18.19