

UNITED WAY  
**WOMEN UNITED®**

**3rd Annual Luncheon**

**Friday, February 9, 2018**

Noon – 2:30 pm

And Post-Luncheon Reception

**Casa Monica Hotel, St. Augustine**

*We invite you to learn more about  
Sponsorship Opportunities &  
United Way of St. Johns County newest initiative*



## Significant Impact

### You Live Here • You Give Here • It Stays Here

Women United of St. Johns County unites influential women from our beaches to our boardrooms and from academia to the arts. We embrace the opportunity to come alongside women in our community, supporting further education needs of both women and children, allowing this generation and the next to successfully reach their full potential.

We focus on those who meet the definition of ALICE, an acronym for Asset Limited, Income Constrained, Employed. In St. Johns County, nearly one in three households fall within these parameters. ALICE is someone who works hard and is above the poverty line but, due to high costs and factors often beyond their control, must live paycheck to paycheck. For many, a small emergency—or our recent hurricanes—can quickly become a major crisis.

## Global

Women United® is a global force of over 70,000 women and growing. We are dedicated to creating a world full of opportunity — for everyone. Women United focuses on health, education and financial stability, the building blocks for a better life and a stronger community. Since 2002, we have raised more than \$1.5 billion to invest in local solutions that will last for generations to come. Join Women United. Together, we will create lasting change to lift up entire communities.

## Local

Since the Women United Luncheon began two years, we have raised nearly \$30,000 that has gone directly to women and children that meet the definition of ALICE. As a sponsor for this event, your dollars will not only ensure you visibility to an audience of affluence and compassion in and for the St. Johns County community, you will know that your dollars are directly impacting lives locally.

### 2015

**Catholic Charities Middle School** Weekend Hunger Backpack Program provided nutritious food over the weekend filling the void for rapidly growing and often overlooked adolescents. Funding also went to the Mobile Food Pantry for the food-insecure in our community.

**The Early Learning Coalition North Florida** offered Emergency Child Care Assistance for working parents, grandparents or caregivers, not only providing quality child care, but also reducing stressful choices, by a working parent, for substandard care or worse.

### 2016

**Good Samaritan Wildflower Health Clinic** addressed women's needs by providing health screenings and education, along with dental hygiene supplies. Reaching well beyond patient Visits, the Wildflower message spread the importance of women's health to mothers, daughters, sisters, & friends.

**Healthy Families St. Johns offered by the Children's Home Society** started the *Women United for Success Fund* for financial assistance associated with gaining employment, returning to school, or attaining certification in a specialized field, allowing mothers the opportunity to overcome financial hurdles that hindered their family's future success.

## LOOKING AHEAD

As the Women United Luncheon has grown and gained momentum, we are inspired by women who take passions and interests and turn them into real-life dreams that impact the community with gusto. This year we will be challenged to travel inward to further explore where our journeys can and just might take us.

Lisa Delaney will inspire and help get us there.



## LISA DELANEY

Women United is pleased to announce and welcome Lisa Delaney, Senior VP and Chief Content Officer at AMG/Parade, publisher of Parade magazine, the most widely read magazine in the U.S., reaching over 50 million readers weekly, as the keynote speaker for the 2018 Luncheon.

As a journalist for over 30 years, Lisa has written for and edited fitness, health and nutrition publications such as Health magazine, Cooking Light and Prevention, among other publications. She is the founding editor of Spry Living magazine, which is distributed to 9 million households weekly. Also a book author, she wrote *Secrets of a Former Fat Girl: How to Drop Two, Four — or More! — Dress Sizes and Find Yourself Along the Way*, a memoir chronicling her own fitness and health journey.

During the Women United Luncheon, Lisa will talk about her publishing career and share insights from her life changing journey. Her commitment to wellness, she says, fueled her to take risks and step outside her comfort zone and achieve her goals in her personal and professional life. “Once I took charge of my fitness and health, my whole life became energized in the process. I saw that I could set goals and achieve them, and—even more importantly, when I didn’t reach my goal, I learned to be okay with myself,” shares Lisa.

One of the keys to her success, she says, is a willingness to face her fears. “I’ve discovered that the things that scare me most are the things I need to do to really feel satisfied and happy. When I give into my fears, I hold myself back—keeping my mouth shut when I really need to speak up, avoiding people or situations that need to be addressed, saying yes when I should say no — not standing up for myself or for the people around me who need an advocate. Taking the easy-way out, that’s failure to me.”

Join us in welcoming Lisa to Women United. She is certainly a **Powerful Woman doing Powerful Things**.

— UNITED WAY —  
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## SPONSORSHIP OPPORTUNITIES

Not only will your contribution support our efforts for to improve the future of women and children in our community, but you will also be reaching high-income, corporate decision makers who care and join us in our mission. Your name and business will be associated with philanthropic donors who live, work and invest throughout St. Johns County.

### As a Sponsor....

#### Platinum Level

**\$5,000**

**VIP and PREMIER status and recognition** in placement of company name and logo in all marketing opportunities:

Women United Video  
Luncheon Program  
Signage at Luncheon and at VIP After-Party  
Logoed Signature Glass for Luncheon attendees  
SOLD OUT: 2015 & 2016  
Online Invitations and E-blasts

**VIP Table with premier reserved seating** - 10 seats event front and center

**VIP Access** to private sponsor reception (10 tickets)

**VIP Thank You Gifts** for guests (10 gifts)

#### Gold Level

**\$3,000**

**VIP and PRIORITY** status and recognition with placement of company name and logo in all marketing opportunities:

Women United Video  
Luncheon Program  
Signage at Luncheon and at VIP After-Party  
Logoed Signature Glass for Luncheon attendees  
SOLD OUT: 2015 & 2016  
Online Invitations and E-blasts

**VIP Table with priority reserved seating** (10 seats)

**VIP Access** to private sponsor reception (10 tickets)

#### Silver Level

**\$2,000**

**VIP and Preferred** placement of company name and logo in all marketing opportunities:

Women United Video  
Luncheon Program  
Signage at Luncheon and at VIP After-Party  
Online Invitations and E-blasts

**VIP Table with preferred reserved seating** (10 seats)

**VIP Access** to private sponsor reception (10 tickets)

#### Event Level

**\$1,000**

Placement of company name and logo in all marketing opportunities:

Women United Video  
Luncheon Program  
Signage at Luncheon and at VIP After-Party  
Online Invitations and E-blasts

**One-half Reserved Table** (5 seats)

**VIP Access** to private sponsor reception (5 tickets)

# UNITED WAY WOMEN UNITED®

## Sponsorship Agreement

- ☐ Platinum Sponsor - \$5,000
- ☐ Gold Sponsor - \$3,000
- ☐ Silver Sponsor - \$2,000
- ☐ Event (1/2 Table Host) Sponsor - \$1,000

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

Signature: \_\_\_\_\_

### FOR ADDITIONAL INFORMATION

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