

ADVANCING EDUCATION  
INCOME AND HEALTH

# COMMUNITY PARTNER MEMBERSHIP GUIDE

2016

**GIVE. ADVOCATE. VOLUNTEER.**

**United Way of 1000 Lakes**  
UnitedWayof1000Lakes.org

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## INTRODUCTION

United Way of 1000 Lakes focuses on Education, Income, and Health because these are the building blocks for a good quality of life. We all win when people have access to quality education that leads to a stable job, enough income to support a family, and good health.

Our goal is to be the leader in convening people and organizations to create lasting changes in our community.

### Vision

We will build a stronger Itasca area by improving people's lives.

### Mission

To improve lives by mobilizing the caring power of our communities in the Itasca area.

### History

United Way of 1000 Lakes has provided a strong foundation to improve lives since its creation in 1963. Originally called the United Fund, the organization served as a central fundraising organization for local nonprofits for more than 50 years.

### Community Partners

In keeping with our mission to improve lives by mobilizing the caring power of our community, United Way identifies and solicits the participation of the best potential partners to ensure positive community change is achieved.

- **Partner Agencies** are nonprofit organizations that utilize a focused, measurable approach to bring about community change related to the Investment Goals identified by United Way and that receive funding through United Way's Community Investment Process.
- **Contract Partners** are organizations with whom United Way has a funding agreement for the performance of specific, basic activities that are complementary to community change efforts.

### Partner Responsibilities

United Way and our Partner Agencies share the responsibility for improving the quality of life in the greater Itasca area and providing efficient and effective services addressing important community needs.

While there are mutual obligations, United Way and our partners have specific expectations of each other that contribute to the success of the relationship. Partner Agencies should refer to their Statement of Agreement for specific details concerning contractual obligations.

### Partner Management Responsibilities

- Maintain responsible management to administer programs and/or services
- Keep proper and accurate financial records and submit an annual audit/financial review
- Provide equal opportunities to all individuals in accordance with federal and state laws and regulations
- Conform to federal, state, and local laws pertaining to nonprofit organizations
- Provide program financial information and other documentation to United Way as requested
- Immediately notify United Way of any situation, occurrence, or change in service delivery which might have a detrimental effect on the agency or United Way
- Report major program or budget changes to United Way that may affect how invested dollars are spent

- Comply with all United Way partner policies and procedures and agree to review this document with all new employees and appropriate volunteers annually

### Partner Performance Requirements

- Use and report outcome measurements in order to implement effective and efficient programs with measurable results
- Use United Way funding in accordance with the purpose for which it was invested, unless otherwise agreed upon by the United Way Board
- Prevent duplication of efforts with other service organizations
- Work in partnership with United Way in meeting the needs of the community, ensuring active agency participation in surveys, events, committees, and task forces
- Actively participate in events and activities hosted by United Way such as Day of Action, forums, workshops, Campaign Kick-off and Campaign Celebration & Best of Awards.
- Partners are encouraged to conduct an in-house United Way Campaign among staff, board members or other stakeholders.
- Restrict fundraising activities during United Way primary campaign season (Sept. 15-Oct. 31st)
- Provide and maintain agency and program information to United Way 2-1-1 statewide information and referral system. First Call 2-1-1 maintains the database for United Way of 1000 Lakes' service area.
- Use the "United Way Partner" logo in accordance with specified co-branding requirements and brand guidelines.
- Restrict fundraising activities during United Way primary campaign season (Sept. 15-Oct. 31st)
- Provide and maintain agency and program inf

### Partner Marketing Responsibilities

- Display United Way logo and supporting copy according to United Way requirements (see Brand Standards for further clarification)

- Have new communications and marketing materials related to the Agency relationship to United Way approved by United Way prior to implementation
- Promote Agency relationship with United Way in a positive way to Agency constituents and the public

### Partners can expect United Way to:

- Support the responsibility and accountability of an agency's governing board to determine its own policies and manage its own programs
- Define and assess priority issues in the community and keep an open dialogue with regard to the future direction of United Way
- Promote the value and contributions of Partners to achieve United Way's priorities in the community
- Convene and/or participate in collaborative efforts that support the mission, priority issues, and strategies selected by United Way
- Conduct an annual drive to raise the money and resources needed to support the Community Investment Fund goals
- Maintain responsible stewardship in the collection, management and distribution of campaign funds, and provide appropriate recognition of donors
- Consider requests for new program funding that addresses a priority issue
- Carefully manage information provided by the organization
- Offer support beyond funding such as technical assistance with outcome measurement, assistance with collaborative funding opportunities or guidance on other issues, where appropriate
- Offer support for community issues that impact United Way's priorities
- Actively promote United Way's logo/trademark as a "Standard of Excellence"

*NOTE: Reference State of Agreement for additional explanations of responsibilities.*

## United Way Brand Standards

By actively co-branding with United Way, your visible support, and the visible support of your board and staff members, will heighten the community's awareness and positive perception of United Way of 1000 Lakes, and increase the power and reach of our network of local charities.

One of the requirements of being a member charity of United Way of 1000 Lakes is that your organization displays the "Proud Member of United Way" logo. Please see below for the guidelines and resources to help you implement the co-branding policy.

### Required Placement:

The "Proud Member" logo must be displayed on all of the following and be clearly visible:

- On your organization's website. At minimum the logo should appear on your homepage and should preferably appear in the visible area above the fold/scroll line. The logo must be linked to United Way of 1000 Lakes homepage: <http://www.unitedwayof1000lakes.org>
- At the entrance to all facilities whether funded programs occur there or not, and in all point of service locations. United Way will provide 10" x 12" signs, or 5" x 6" window clings for each of your locations at no cost to you. All signage should be hung at eye level in plain sight of visitors to your location(s).
- On your organization's brochures, annual report, printed newsletters and promotional materials. Logo should be placed on either the front or back cover, or both, of the piece and must be at minimum 1" X 0.833" (the aspect ratio should always be maintained).
- On e-newsletters. For both email and Web based communications, the logo should appear on the in the upper area above the fold.
- Local print advertisements. Logo should be at minimum .75" wide (the aspect ratio should always be maintained).

Typically, the logo should be anchored in the right corner of the top or bottom of the piece. However, there are exceptions, such as with a Web page

Other opportunities for co-branding include, business cards, table tents, event invitations, note cards, billboards, e-mail signatures, t-shirts, ametags, PowerPoint templates, and social media.

### Other opportunities to promote our partnership:

- Submit client success stories for use in United Way marketing Submit Days of Action (June 21st) volunteer projects
- Provide trained agency torch lighters (people who have been helped by your agency) to speak on behalf of United Way during the campaign
- Include a message in support of United Way in voicemails and hold recordings
- Add "a proud member of United Way" message to agency boilerplate
- Include United Way boilerplate in media releases (see below).

#### *ABOUT UNITED WAY OF 1000 LAKES*

*Since 1963, United Way of 1000 Lakes has been advancing the common good by creating opportunities for a better life for all, focusing on helping children to thrive, providing basic human needs, and promoting independence and community wellness. United Way of 1000 Lakes is a locally based organization serving Itasca area communities.*

- Include United Way marketing messages in media releases

Feel free to send this page to Web programmers, graphic designers, etc. who may need the information contained on this page. For questions about use of the United Way branding, contact United Way staff at 218-999-7570.

# BRAND STANDARDS

## LIVE UNITED COMMUNITY PARTNER LOGO LOCK-UP

The LIVE UNITED/United Way logo lock-up is our primary signature and should be the default signature for all communications, except in special circumstances.

This Community Partner logo lock-up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/United Way logo lock-up and should not be removed or altered in any way. This white box will not appear when the brandmark is placed on a white background. The logo lock-up is fixed artwork and should only be reproduced from authorized artwork. Please do not attempt to revise this on your own.

United Way brand palette color options should be used in most circumstances. When no United Way brand palette color options are available, except for black, the Community Partner logo lock-up and tagline should be rendered in black. When no United Way brand palette color options are available at all, including black, the special use white lock-up and the white taglines should be reversed out of whatever solid color is being used.

To ensure the integrity of the United Way Community Partner logo lock-up, do not reduce its width to less than .75 inches. When no configuration of this lock-up is possible, use the alternate text versions of the United Way Community Partner logo lock-up.

## Community Partner



## United Way of 1000 Lakes

## COLOR SPECIFICATIONS



Spot: Pantone Black  
C: 0 M: 0 Y: 0 K: 100  
R: 0 G: 0 B: 0  
HEX: #000000



Spot: Pantone 282  
C: 100 M: 85 Y: 35 K: 0  
R: 0 G: 0 B: 100  
HEX: #000064



Spot: Pantone 187  
C: 10 M: 100 Y: 80 K: 30  
R: 180 G: 20 B: 40  
HEX: #b41428



Spot: Pantone 152  
C: 0 M: 60 Y: 100 K: 0  
R: 245 G: 120 B: 20  
HEX: #f57814



Spot: Pantone 7500  
C: 10 M: 10 Y: 35 K: 0  
R: 230 G: 215 B: 170  
HEX: #e6d7aa



Spot: Pantone Black 75%  
C: 0 M: 0 Y: 0 K: 75  
R: 80 G: 80 B: 80  
HEX: #505050



**United Way Blue**  
Spot: Pantone 287  
C: 100 M: 74 Y: 0 K: 0  
R: 16 G: 22 B: 127  
HEX: #10167f



**United Way Red**  
Spot: Pantone 179  
C: 0 M: 85 Y: 89 K: 0  
R: 254 G: 35 B: 10  
HEX: #fe230a



**United Way Orange**  
Spot: Pantone 143  
C: 0 M: 34 Y: 86 K: 0  
R: 255 G: 150 B: 0  
HEX: #ff9600



Spot: Pantone 7500 50%  
C: 0 M: 3 Y: 15 K: 3  
R: 240 G: 230 B: 200  
HEX: #foe6c8



Spot: Pantone Black 75%  
C: 0 M: 0 Y: 0 K: 50  
R: 150 G: 150 B: 150  
HEX: #969696



Spot: Pantone 287 52%  
C: 55 M: 40 Y: 0 K: 0  
R: 124 G: 129 B: 184  
HEX: #7c81b8



Spot: Pantone 179 50%  
C: 0 M: 40 Y: 50 K: 0  
R: 255 G: 150 B: 125  
HEX: #ff967d



Spot: Pantone 143 50%  
C: 0 M: 15 Y: 50 K: 0  
R: 255 G: 200 B: 125  
HEX: #ffc87d



Spot: Pantone 7500 0%  
C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255  
HEX: #000000

## LIVE UNITED COMMUNITY PARTNER LOCK-UP ARTWORK FINDER

File Type	Example	Use this logo lock-up file if...
Four-color process File Name: uwpartner-cmyk		Four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.
Four-Color Process (Black) File name: uwpartner-gray		No United Way color palette options are available. Alternate version for four-color process printing.
Spot (PMS colors) File Name: uwpartner-spot		Four spot colors will be printed. Examples of items typically printed in spot color are silk-screened items such as t-shirts, tote bags, and some signage. This file might also be useful for items printed on a digital press.
RGB File Name: uwpartner-rgb		Displayed on PowerPoint and web-based applications. Do not use the RGB file for printing, except when printing from PowerPoint presentations.
Special usage black File Name: uwpartner-black		The method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
Special usage white (reverse) File Name: uwpartner-reverse		The background of the material is dark. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.

**United Way of 1000 Lakes**

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w. [www.unitedwayof1000lakes.org](http://www.unitedwayof1000lakes.org)

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t. [twitter.com/UWay1000Lakes](https://twitter.com/UWay1000Lakes)

**LIVE UNITED**



**United Way of 1000 Lakes**

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