



Valley of the Sun
UNITED WAY

UNITED WAY AND BUSINESS

Partners for a strong, inclusive
community and economy

There is a lot to consider when expanding or relocating a business to a new market. Making an impact in the community helps establish your leadership role in the region, forges important relationships, and creates meaningful connections for your employees.

COMMUNITY CHANGE PLAN

With input from nonprofit, business, government and community leaders, as well as those with lived experience, United Way created **MC2026** based on four focus areas: Education, Housing and Homelessness, Health and Workforce Development.

The plan addresses the issues of diversity, equity, access and inclusion that are key to removing systemic barriers to achieve these goals and create an equitable economy, where everyone can achieve upward mobility and intergenerational wealth.

OUR PARTNERS

500

Companies

26,000

Individual
Donors

6,600

Volunteers

HUNDREDS

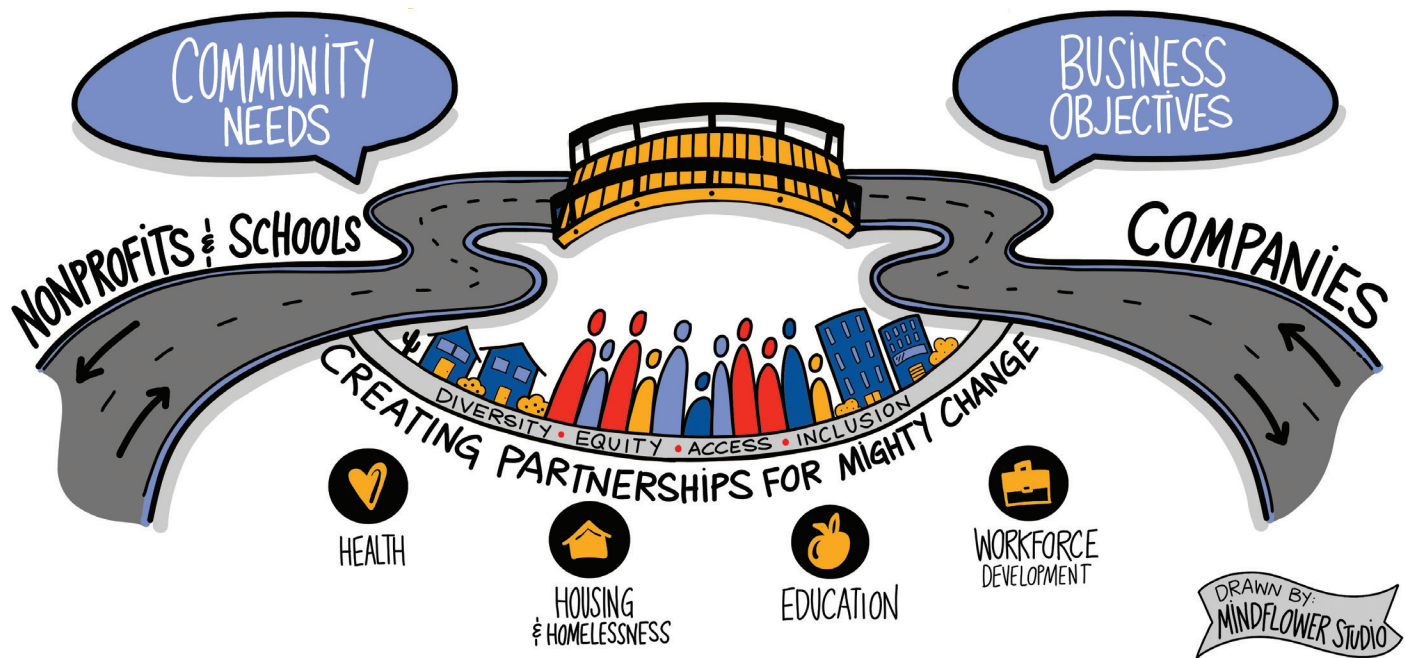
of Nonprofits
& schools



Nearly **90%** of younger workers **choose employers** based on their **social responsibility values** and would even consider **leaving a company** if the values don't align.

NOT ONLY DOES THIS PLAN DRIVE THE SOCIAL CHANGE FOR OUR COMMUNITY, BUT IT ENABLES THE BUSINESS COMMUNITY TO ADDRESS THE NEEDS OF ALL CITIZENS IN OUR COMMUNITY.

Chris Camacho
President & CEO
Greater Phoenix
Economic Council



UNITED FOR THE COMMUNITY

United Way will help you, your brand and your employees integrate quickly and make a meaningful impact where it's needed the most. We've been at work in the Valley for a century. We know its people, its leaders and its opportunities.

We provide a continuum of **Corporate Social Responsibility (CSR)** partnership services, making it simple to:

- ✓ Engage your leadership on MC2026 Coalitions and employees on Action Teams
- ✓ Offer one-time volunteer projects for your employees
- ✓ Create an impactful, co-branded Cause Marketing Program
- ✓ Coordinate ongoing employee engagement programs and volunteer opportunities
- ✓ Connect to the community through affinity groups, such as Women United
- ✓ Develop a tailored, meaningful employee giving campaign
- ✓ Nurture future community-focused leaders through our Loaned Executive Program
- ✓ Build a cohesive, long-term strategy with shared goals and metrics



Let's Get Started

The first step is to learn about your goals. We're confident we can help!

Contact: information@vsuw.org or (602) 631-4800