

VALLEYCONNECT

Connect locally. Grow with purpose.

Valley Connect, a program of Valley 100, helps new-to-market companies* build trusted relationships, establish local roots, gain visibility in the community, and **turn community presence into lasting business value.**

A Strategic Response Through Valley Connect

Families across Maricopa County face challenges in housing, education, economic mobility, and health – issues too complex for any one sector to solve alone.

With 100 years of local experience, United Way unites business, civic, and community leaders to identify urgent needs, invest in proven solutions, and measure impact. Through Valley Connect, business leaders drive high-leverage action across five critical community priorities.



Workforce Development

Strengthening wages, career pathways, and talent pipelines supports family stability while fueling the region's economic growth and competitiveness.



Housing and Homelessness

Expanding access to stable, affordable housing creates the foundation for educational success, improved health and wellness, and long-term job stability.



Education

Building strong early literacy skills lays the groundwork for academic success, while reconnecting young adults to education and career pathways expands long-term opportunity.



Health

Increasing access to nutritious food and affordable health care supports healthier, more resilient communities.



Emerging Needs

Serving as a backbone for the community helps drive coordinated responses to rapid social, economic, and technological changes—ensuring the region remains resilient and future-ready.

*New-to-market companies are defined as those operating in the Arizona market for 1-3 years.

Valley 100 Co-Chairs



Latasha Causey
President
Phoenix Raceway



Adam Goodman
President & CEO
Goodmans

Valley 100 Founding Members



Valley Connect Members



A New Model for Community Investment

Valley Connect gives companies flexible pathways to grow their corporate philanthropy, employee engagement, and brand development strategies, supported by the right level of strategic and operational guidance. For new-to-market companies, it provides an impact-driven way to build trust, deepen local understanding, and contribute meaningfully to Maricopa County. In a business community where relationships matter, Valley Connect helps companies establish roots in Arizona and create lasting business value through authentic local presence.

Consulting Services	
Annual Membership	\$10,000
Benefits	ALL
Community Investment Solutions	ALL
Role	Strategic Advisor
Customizations	
Support Level	Ready Implementation
Approach	Frameworks + recommendation
Ideal For	Companies seeking direction and immediate solutions

Community Investment Solutions

Valley Connect members leverage Valley of the Sun United Way’s robust community-building frameworks and infrastructure to turn corporate values into impactful community investment, employee engagement, and brand development strategies. Service options include:

- Corporate Giving
- Community Grants
- Employee Volunteering
- Employee Giving and Corporate Matching
- Workforce Development
- Corporate Sponsorships
- Employee Leadership Pathways

Membership Benefits

- Invitation to attend exclusive The Reese Tocqueville Society* events
- Storytelling supports *new-to-market* messaging
- A powerful cross-sector network of business, nonprofit, and civic leaders
- Access to Valley of the Sun United Way’s corporate philanthropy consulting
- Alignment with proven initiatives and measurable outcomes

*The Reese Tocqueville Society brings together more than 200 distinguished philanthropic and community leaders committed to creating lasting change in our community. Members gather at exclusive, high-caliber events to connect, learn about critical community issues, and strengthen collective impact.