CHANGE LIVES
ON UNITED WAY DAY
JUNE 4, 2022

Join the United Way of Southwest Alabama to be a part of changing lives and saving lives in Southwest Alabama by becoming a 2022 United Way Day Vendor.

United Way Day is becoming Southwest Alabama’s largest one-day shopping & community fundraiser led by the Retail & Service Industries. Vendors can promote their businesses while raising awareness and funds for the United Way and its 46 partner agencies.

For more information or to be a vendor, contact the United Way at 251.433.3624 or lschraeder@uwswa.org

218 St. Francis Street • Mobile, AL 36602 • www.uwswa.org • 251.433.3624
**UWSWA:**

- Feature Vendor listing or logo on promotional materials.
- Highlight vendors individually on social media.
- Highlight vendors on the UWSWA website and in the UWSWA newsletter.
- Acknowledge vendors in broadcast & print advertising.
- Provide vendors with promotional materials for use in their advertising and/or in-store promotions.
- Invite vendors to participate in the 2023 Community Care Card with premium card listing. The card will be given to approximately 4,000 individuals who donate $120 or more to the UWSWA 2022-23 Campaign.
- Provide UWSWA or agency representative on United Way Day to thank customers and answer questions about how to get involved with United Way and its partners.

**VENDORS:**

- Help promote United Way Day through vendor’s network and social media.
- Display United Way Day promotional materials in store.
- Commit to making a donation to the UWSWA based on some sales component of their business. Examples: Donate 10% of sales, donate $1 from each transaction or item purchased, or offer customers the option to round up their total for the United Way. Each vendor can customize their offer to best fit their business and their customers.
- OPTIONAL Provide a space, table, and two chairs for a UWSWA or agency representative on United Way Day so they may thank customers and provide information to them about how they can get involved with United Way.

---

**UNITED WAY DAY** is a one-day fundraiser and awareness campaign for the United Way of Southwest Alabama. The donations are based on a predetermined offer designed by the vendor in agreement with the United Way.

**UNITED WAY DAY** will be held on Saturday, June 4, 2022, at retailers and service providers throughout Choctaw, Clarke, Mobile, and Washington Counties.

Donations to **UNITED WAY DAY** will be used to fund 10 United Way internal programs and provide grants to 46 partner agencies that comprise the community safety-net.

On **UNITED WAY DAY 2021**, United Way of Southwest Alabama raised $25,111 through participating vendors and their customers. Funds raised in other service areas were sent to the corresponding United Ways.

**UNITED WAY DAY** is a one-day fundraiser and awareness campaign for the United Way of Southwest Alabama. The donations are based on a predetermined offer designed by the vendor in agreement with the United Way.

**UNITED WAY DAY** will be held on Saturday, June 4, 2022, at retailers and service providers throughout Choctaw, Clarke, Mobile, and Washington Counties.

Donations to **UNITED WAY DAY** will be used to fund 10 United Way internal programs and provide grants to 46 partner agencies that comprise the community safety-net.

On **UNITED WAY DAY 2021**, United Way of Southwest Alabama raised $25,111 through participating vendors and their customers. Funds raised in other service areas were sent to the corresponding United Ways.