

Mighty Change

FY25 Corporate Partner Toolkit Usage Guide

Valley of the Sun
United Way



You are a Mighty Changemaker

Valley of the Sun United Way is proud to have you as a partner. In 2021, we launched an ambitious, 5-year agenda focused on creating Mighty Change in the Valley. You are now part of that movement and we're so excited that you will be helping make a lasting difference in our community.

To help you spread the news of your partnership with us, we've provided this toolkit. It's filled with flyers, poster, templates and more that make it easy for your organization to share your involvement and spread the word.

This quick guide features an overview of Mighty Change and provides information on how to use the toolkit.

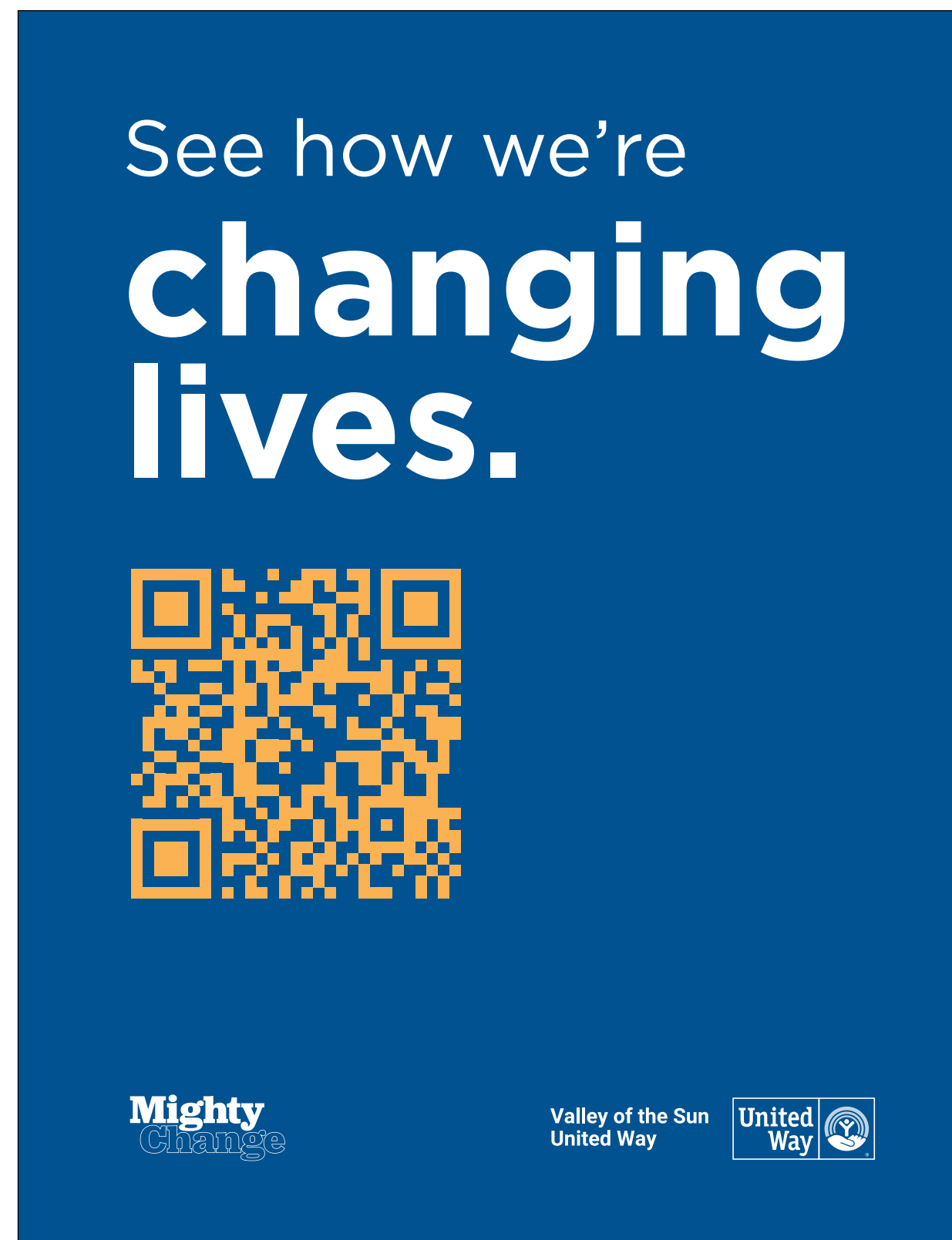
What is Mighty Change?

MISSION STATEMENT

Valley of the Sun United Way **envisions** a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in **school**, in **work** and in **life**. As we work with our community, corporate and nonprofit partners to implement **MC2026**, our five-year plan for Mighty Change, we will put all of our efforts toward reaching **bold goals** for Maricopa County in Education, Housing & Homelessness, Health and Workforce Development.

Flyer

This flyer is a great piece to share with your staff. It provides an overview of Valley of the Sun United Way's bold goals to create Mighty Change.



Front



Back

Community Poster

This poster is designed to hang in your breakroom or around your office to share more info about our goals for Mighty Change.



Valley of the Sun United Way
is creating

Mighty Change

in the areas that
need it most.

Education

- Increase 3rd grade reading proficiency by 25% by 2026
- Increase the number of young adults engaged in work and school by 38% by 2026

Housing & Homelessness

- Reduce homelessness by 50% by 2026

Health

- Decrease food insecurity by 50% by 2026
- Make health care accessible to 100,000 more people by 2026

Workforce Development

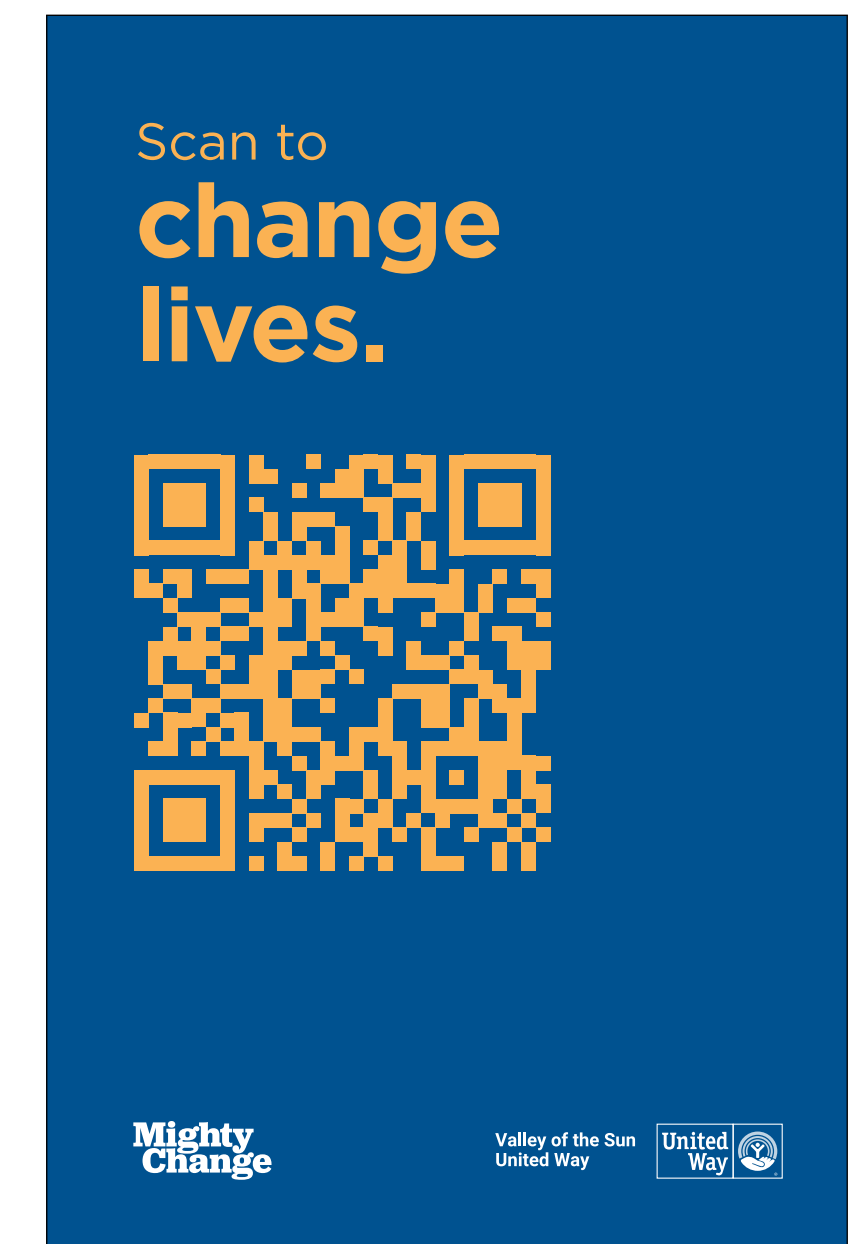
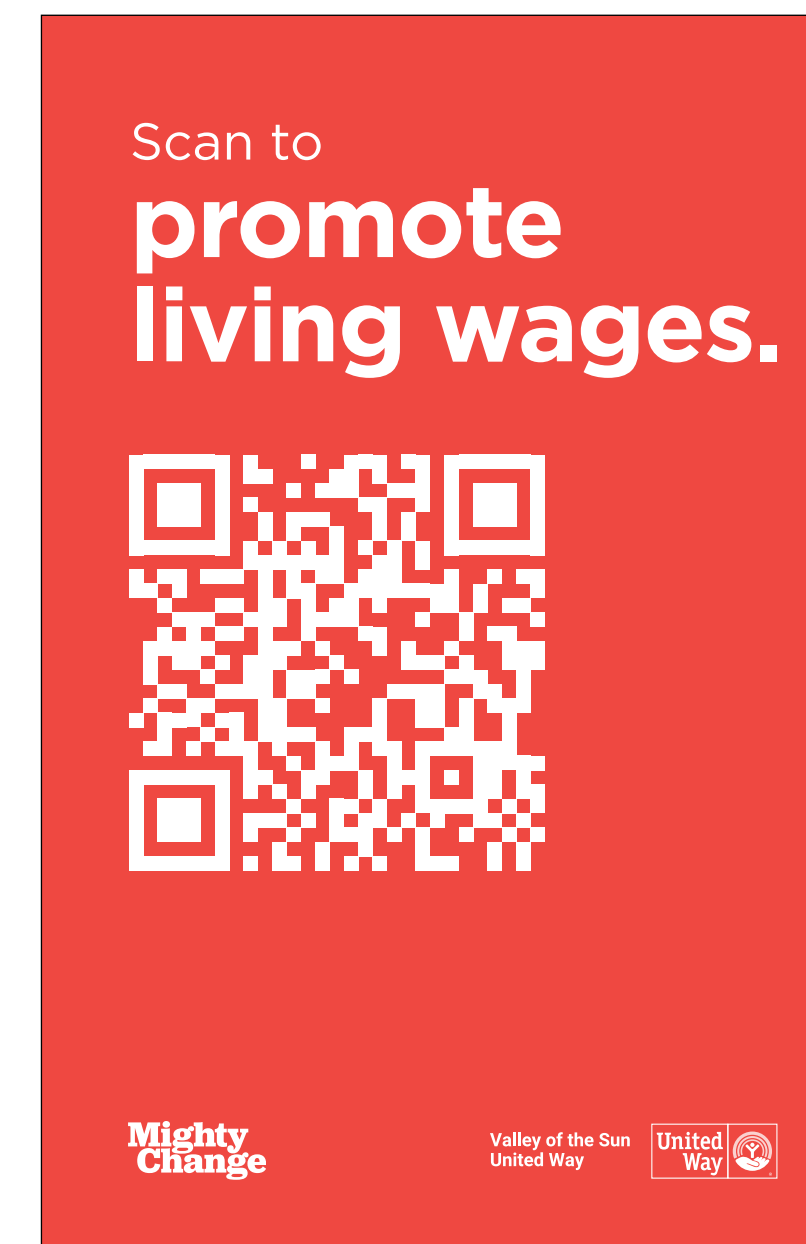
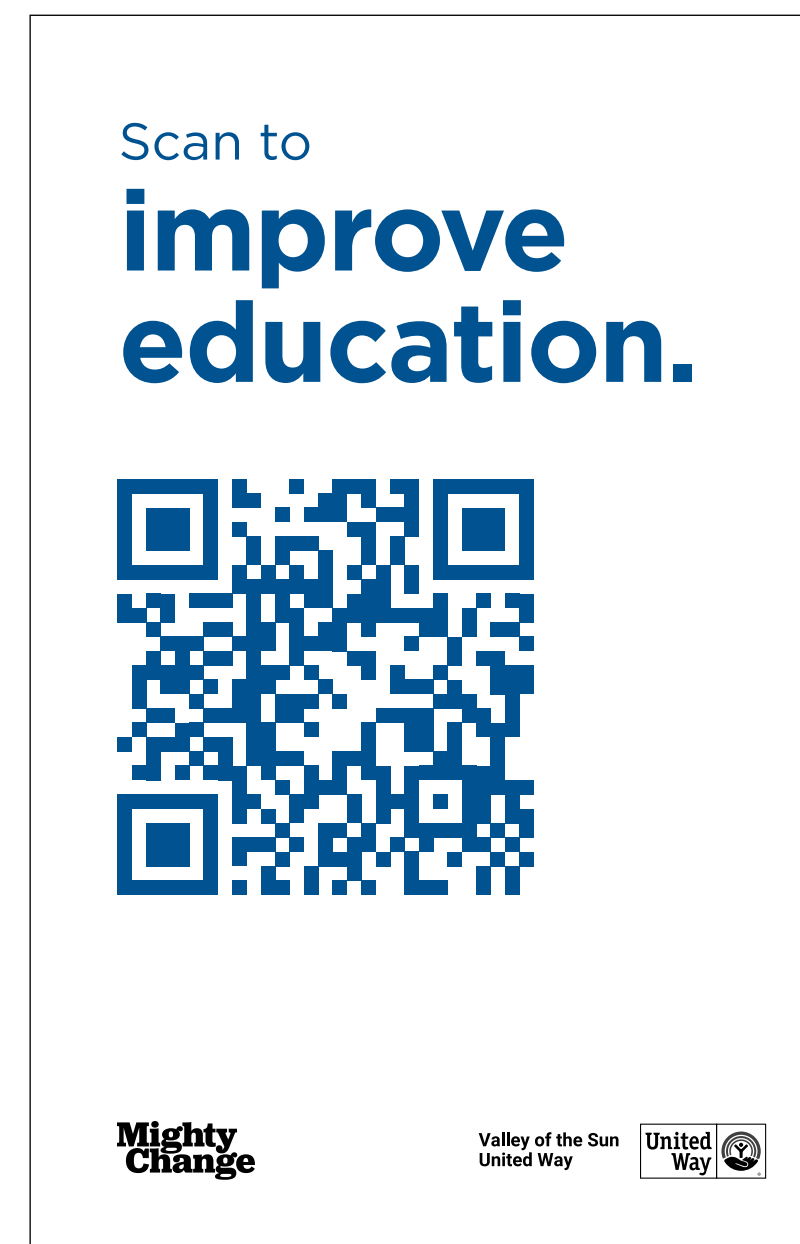
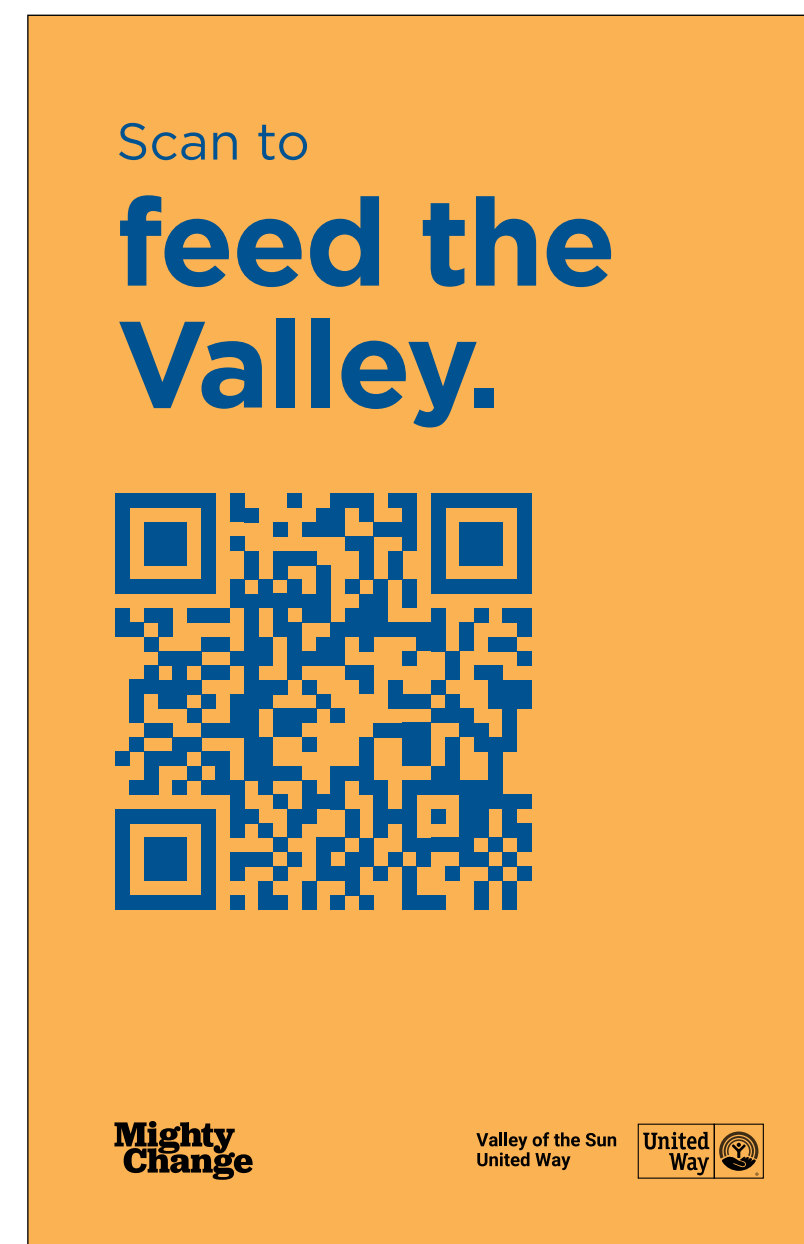
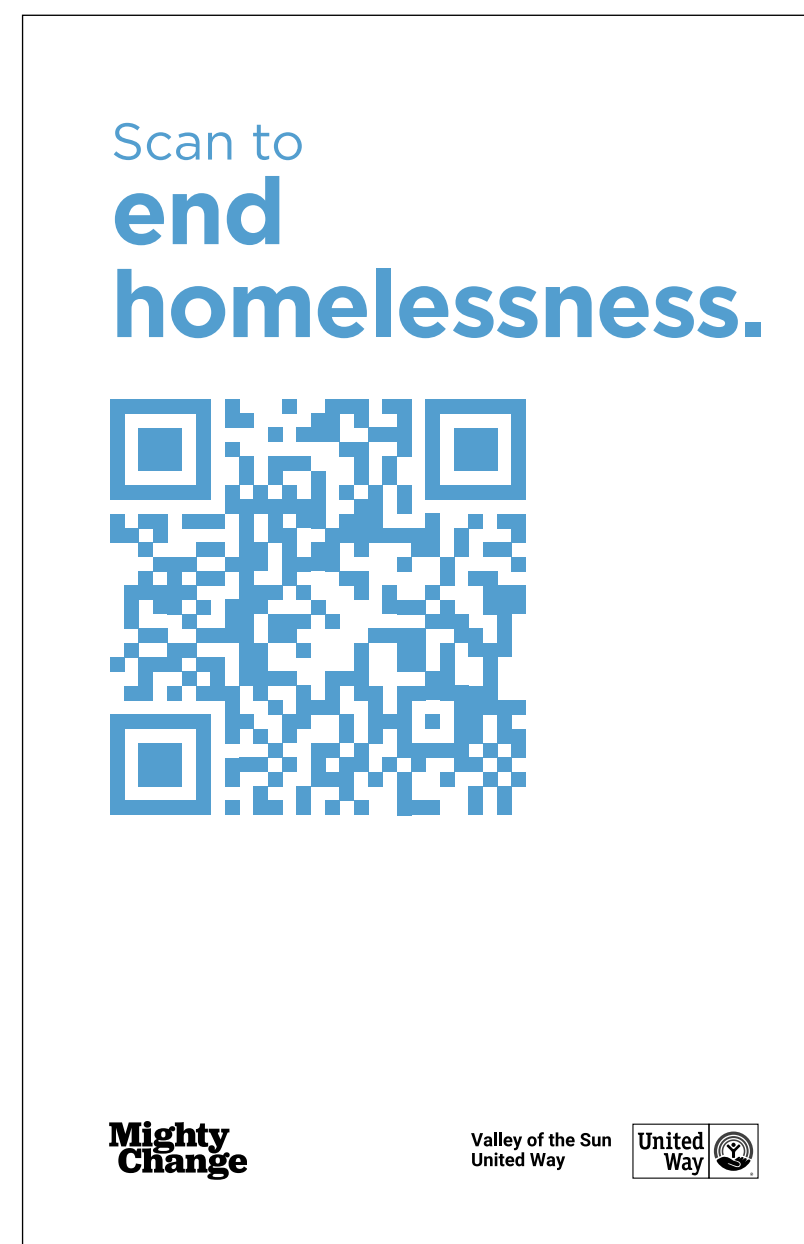
- Increase preparation for a living wage job by 33% by 2026
- Increase achievement of higher paying employment by 20% by 2026

**Donate, volunteer, and get involved
at vsuw.org**

Valley of the Sun United Way 

Community Posters-Pillars

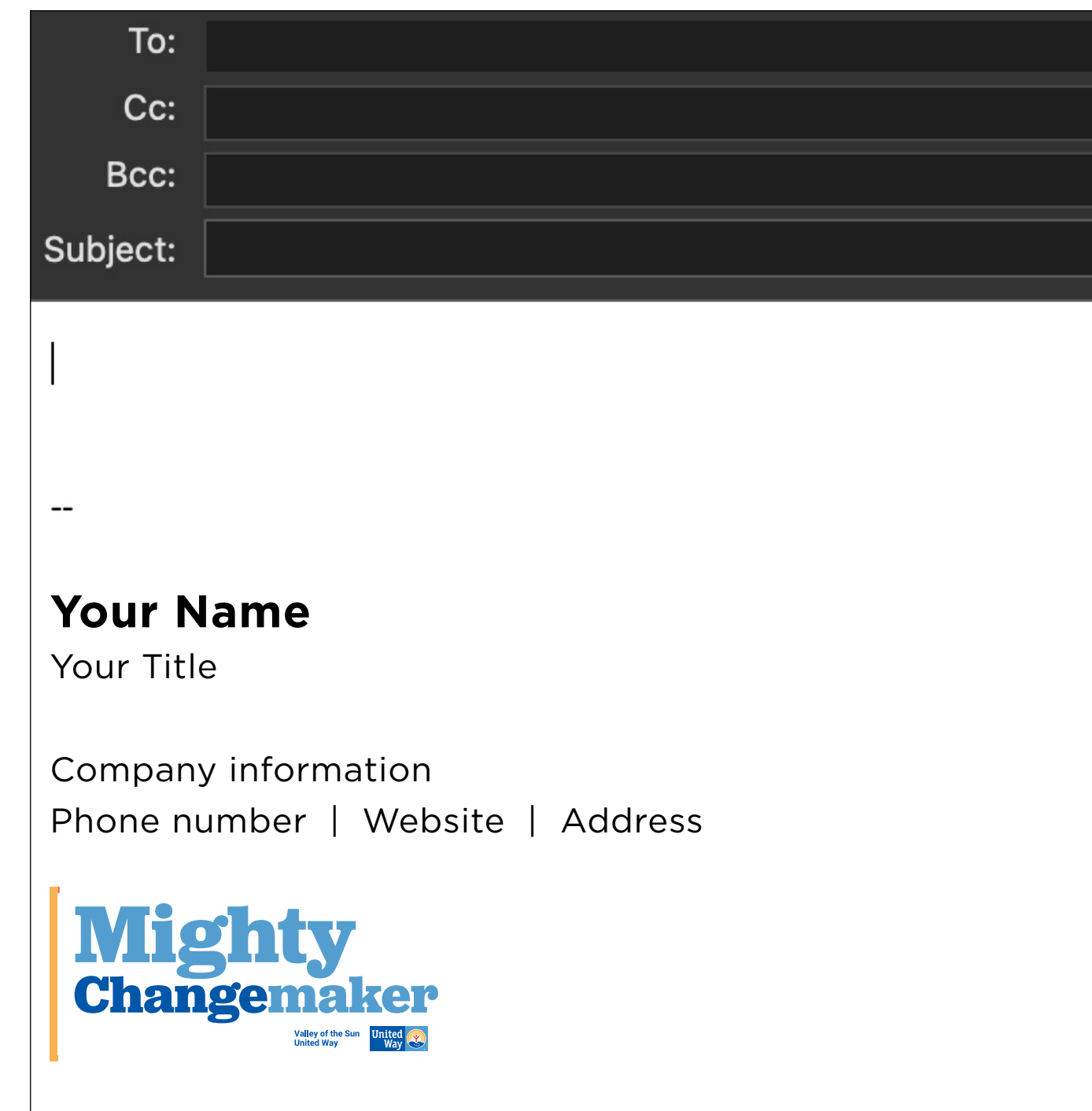
These posters feature and highlight the specific goals of Mighty Change. They provide you with more options to hang up in your office to make it easy for your employees to learn more and get involved in creating Mighty Change.



Digital Badge

You can add this digital badge to a special spot on your website, on social images, or even to the bottom of your email signature to share that your organization is a Mighty Changemaker.

NOTE: This badge is already optimized for regular and dark mode. See the example for placement ideas.

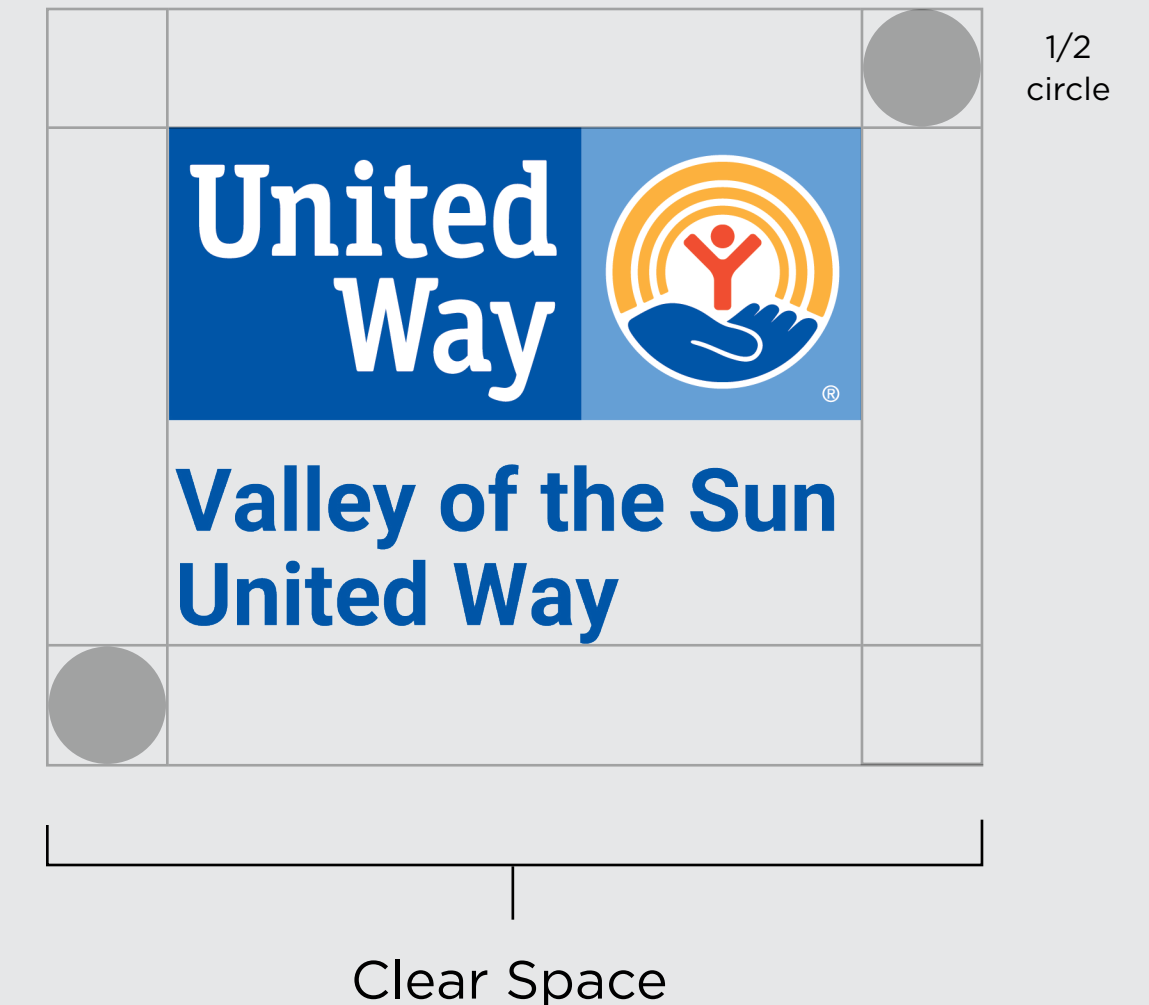


Brandmark

CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the circle.

The color variations between the logos is due to the United Way logo being optimized for each medium.



CMYK Version



Valley of the Sun
United Way

RGB Version



Valley of the Sun
United Way

Brandmark - Stacked

PRIMARY STACKED LOGO

Full-color brandmark should be used whenever possible. When reproduction constraints prevent the use of the primary full-color brandmark, use one of the alternate one-color or special use logos.

FULL COLOR

CMYK - Print Use



Valley of the Sun
United Way

RGB - Digital Use



Valley of the Sun
United Way

ONE-COLOR

One-color blue



Valley of the Sun
United Way

One-color black



Valley of the Sun
United Way

SPECIAL USE

One-color blue



Valley of the Sun
United Way

One-color white



Valley of the Sun
United Way

One-color black



Valley of the Sun
United Way

Brandmark - Horizontal

SECONDARY HORIZONTAL LOGO

Horizontal logos should only be used when the space on the asset calls for it. For example, if a document contains a lot of copy, there will be no room for a large lockup; therefore, the horizontal version should be used as a header, footer, or auxiliary page element.

FULL COLOR

CMYK - Print Use

Valley of the Sun
United Way



RGB - Digital Use

Valley of the Sun
United Way



ONE-COLOR

One-color blue

Valley of the Sun
United Way



One-color black

Valley of the Sun
United Way



SPECIAL USE

One-color blue

Valley of the Sun
United Way



One-color black

Valley of the Sun
United Way



One-color white

Valley of the Sun
United Way



Color

All visual assets should adhere to **Valley of the Sun United Way brand colors**. The dark blue, light blue, red, and gold can be used for background colors, typography treatments (aside from official logo usage), and other elements.

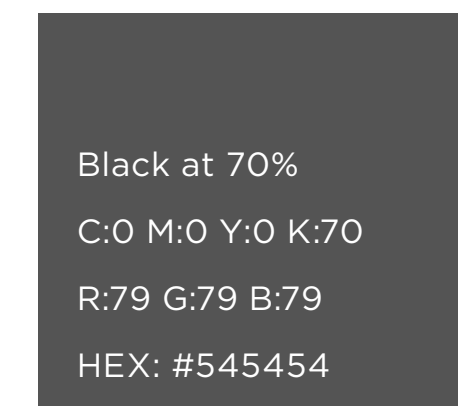


Pantone 287 C
C:100 M:74 Y:0 K:0
R:0 G:86 B:167
HEX: #005191

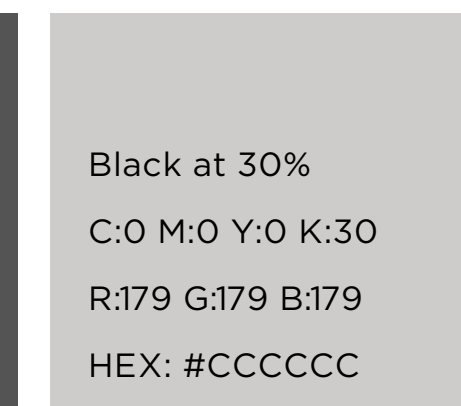
Pantone 659 C
or 287C at 52%
C:65 M:26 Y:4 K:0
R:85 G:157 B:206
HEX: #539ED0

Pantone 143 C
C:0 M:34 Y:86 K:0
R:252 G:178 B:61
HEX: #FFB351

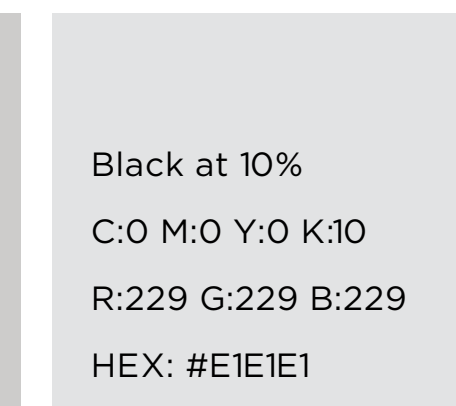
Pantone 179 C
C:0 M:88 Y:78 K:0
R:239 G:70 B:64
HEX: #FF443B



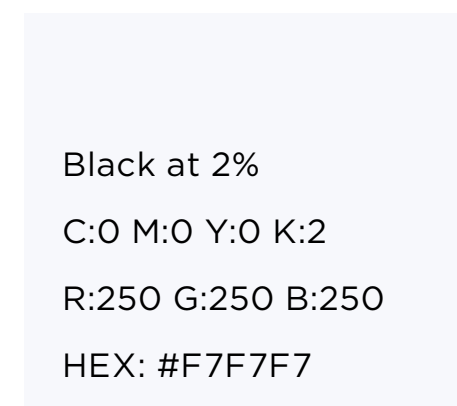
Black at 70%
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R:79 G:79 B:79
HEX: #545454



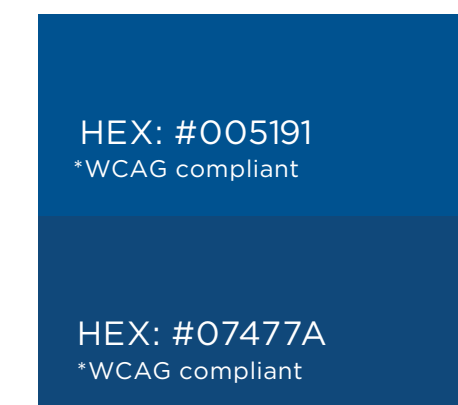
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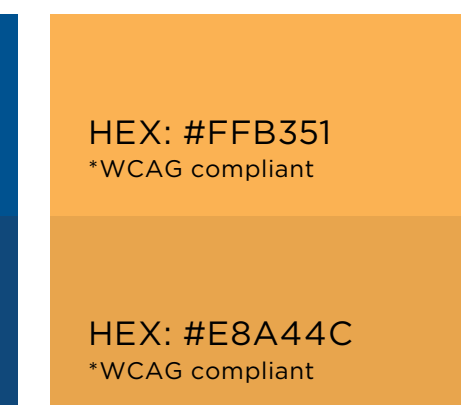
Black at 10%
C:0 M:0 Y:0 K:10
R:229 G:229 B:229
HEX: #E1E1E1



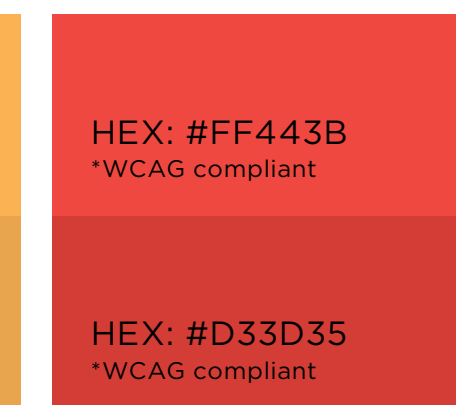
Black at 2%
C:0 M:0 Y:0 K:2
R:250 G:250 B:250
HEX: #F7F7F7



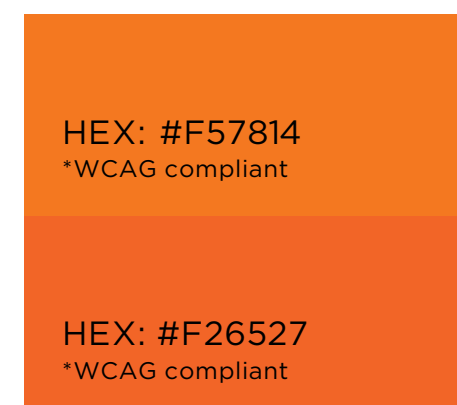
HEX: #005191
*WCAG compliant



HEX: #FFB351
*WCAG compliant



HEX: #FF443B
*WCAG compliant



HEX: #F57814
*WCAG compliant



HEX: #07477A
*WCAG compliant



HEX: #E8A44C
*WCAG compliant



HEX: #D33D35
*WCAG compliant



HEX: #F26527
*WCAG compliant

PowerPoint Presentation

This presentation outlines the unique ways that your organization and employees can get involved in Mighty Change. We'll work closely with you to find ways your team can donate, volunteer, and support Valley of the Sun United Way to make a difference.

REPLACE WITH YOUR LOGO (IF VERTICAL)

United Way
Valley of the Sun
United Way

A partnership for **Mighty Change**
in Maricopa County

How [Organization name] can help make a difference

Valley of the Sun United Way is working with volunteers, nonprofits, and businesses like ours to reach new goals that will create **Mighty Change** in our community.

As one of their partners, we're proud to work together with them to help make a difference through opportunities **to donate, volunteer, and get involved.**

REPLACE WITH YOUR LOGO

Adjust the length of this line to accommodate your logo

Valley of the Sun United Way United Way

Who We Are and What We Do

Valley of the Sun United Way envisions a community where every child, family and individual is healthy, has a safe place to live and has every opportunity to succeed in school, in work and in life. As we implement MC2026, our plan for **Mighty Change** in Maricopa County, we're leveraging our network of partners across the Valley to focus our aid on the areas that need it most.

DIVERSITY, EQUITY, ACCESS AND INCLUSION

Education Housing and Homelessness **Health** Workforce Development

ADVOCACY, PUBLIC POLICY, AWARENESS AND ENGAGEMENT

Health | Mighty Goal 2

Remove barriers to ensure everyone in our community is healthy, with a focus on access to food and healthcare.

Make **healthcare** accessible to **100,000** more people

How to get involved: Donate

- [Insert details about how employees can best donate based on the partnership]
- [Insert details about how employees can best donate based on the partnership]
- [Insert details about how employees can best donate based on the partnership]

REPLACE WITH YOUR LOGO

Adjust the length of this line to accommodate your logo

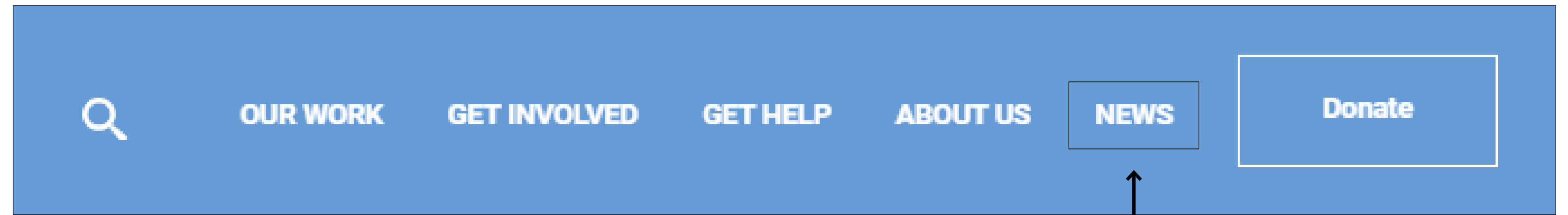
Valley of the Sun United Way United Way

Together, we will be a **FORCE** for

Mighty Change

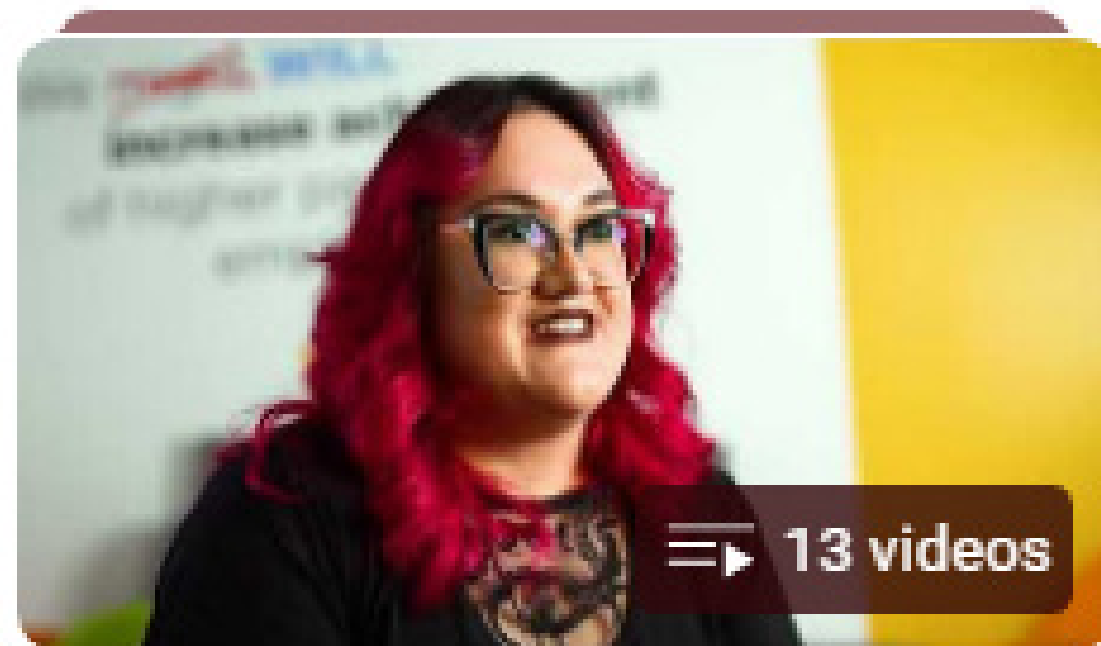
Storytelling

Explore our YouTube channel and blog to discover the stories of our community, volunteers, and donors.



www.vsuw.org/blog

Read the latest
Stories of Mighty
Change here!



Stories of Mighty Change

Updated 2 days ago

[View full playlist](#)

www.vsuw.org/stories

View the latest
Stories of Mighty
Change here!

Social Media

Here are some social assets that you can post on your channels to announce your partnership with Valley of the Sun United Way.



Instagram - 1080x1080



Facebook/X - 1200x628



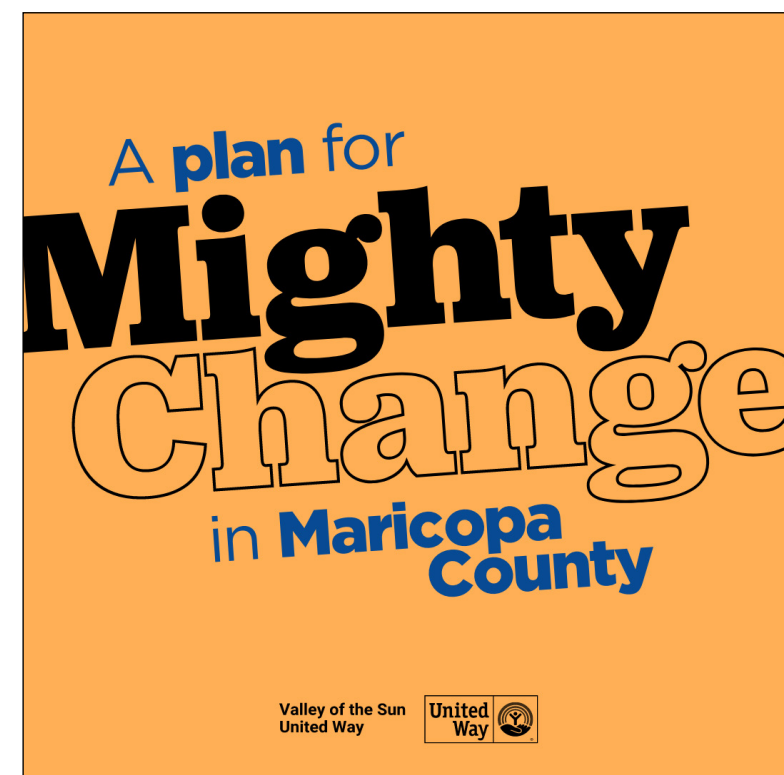
Manually add the @VSUW handle here so that we're tagged

Story - 1920x1080

Mighty Change Social Media

EDUCATION GOALS

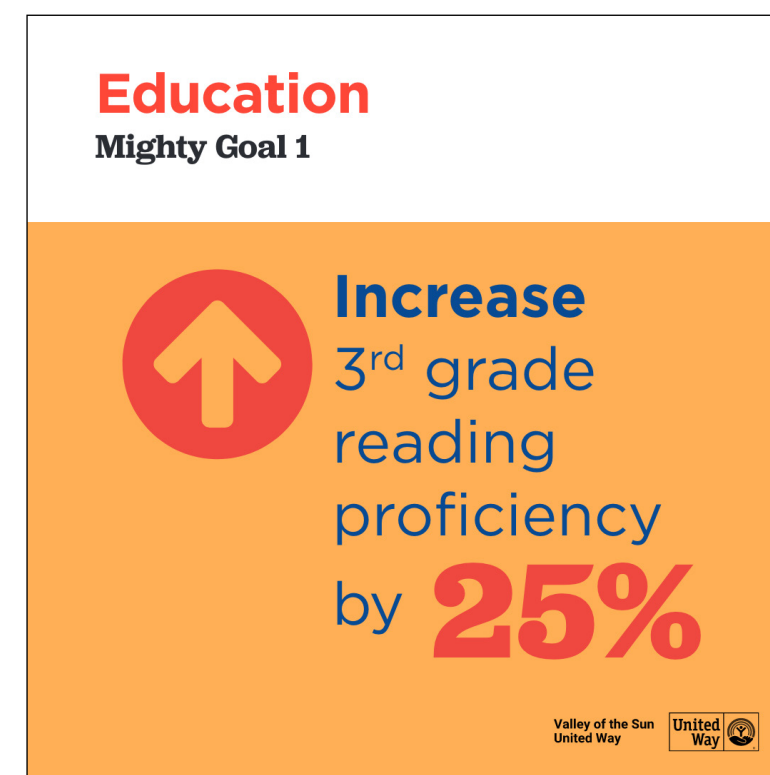
These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



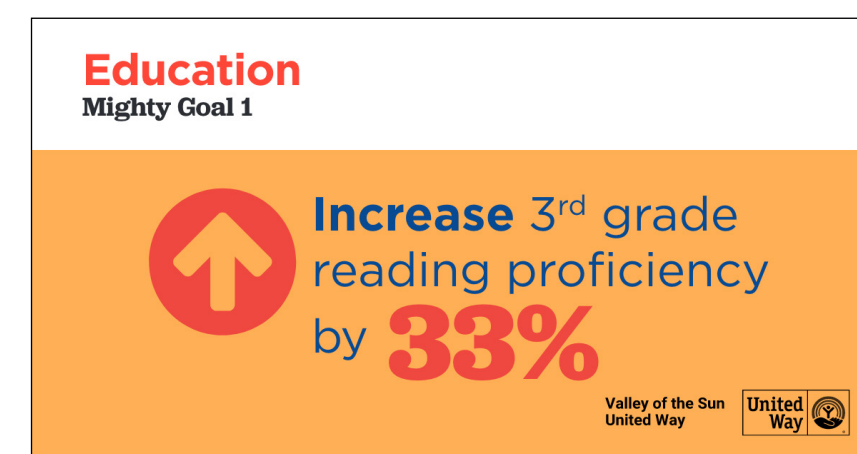
1080x1080-Generic



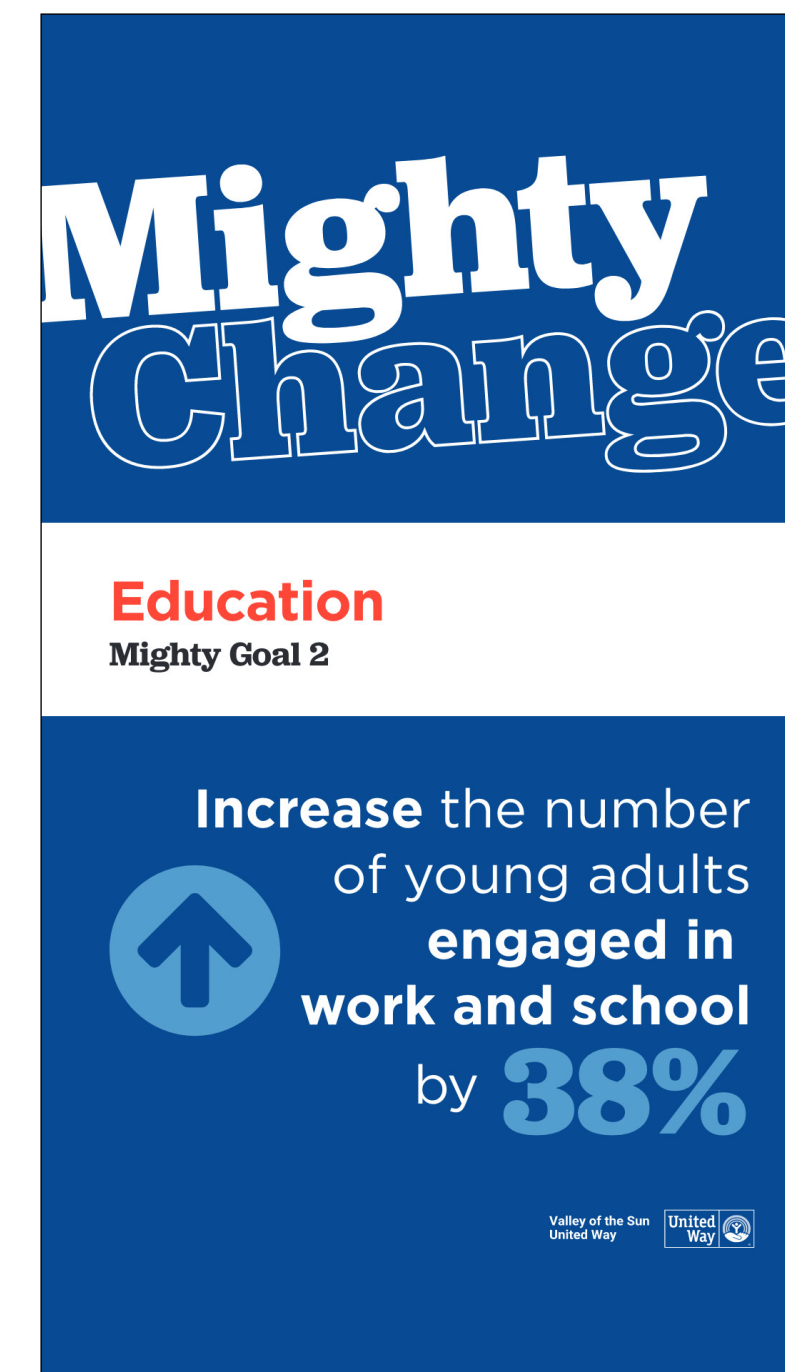
1920x1080



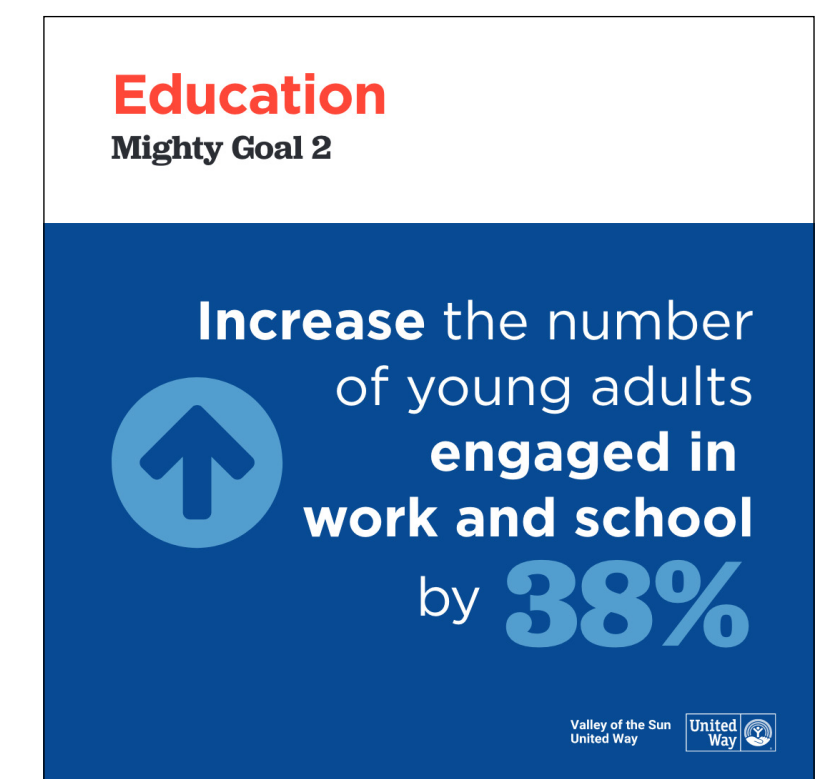
1080x1080



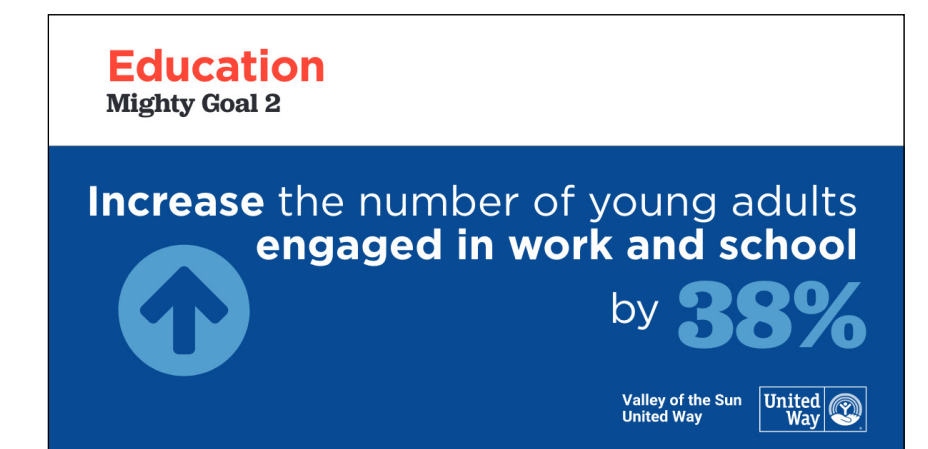
1200x628



1920x1080



1080x1080



1200x628

Mighty Change Social Media

HOUSING & HOMELESSNESS GOALS

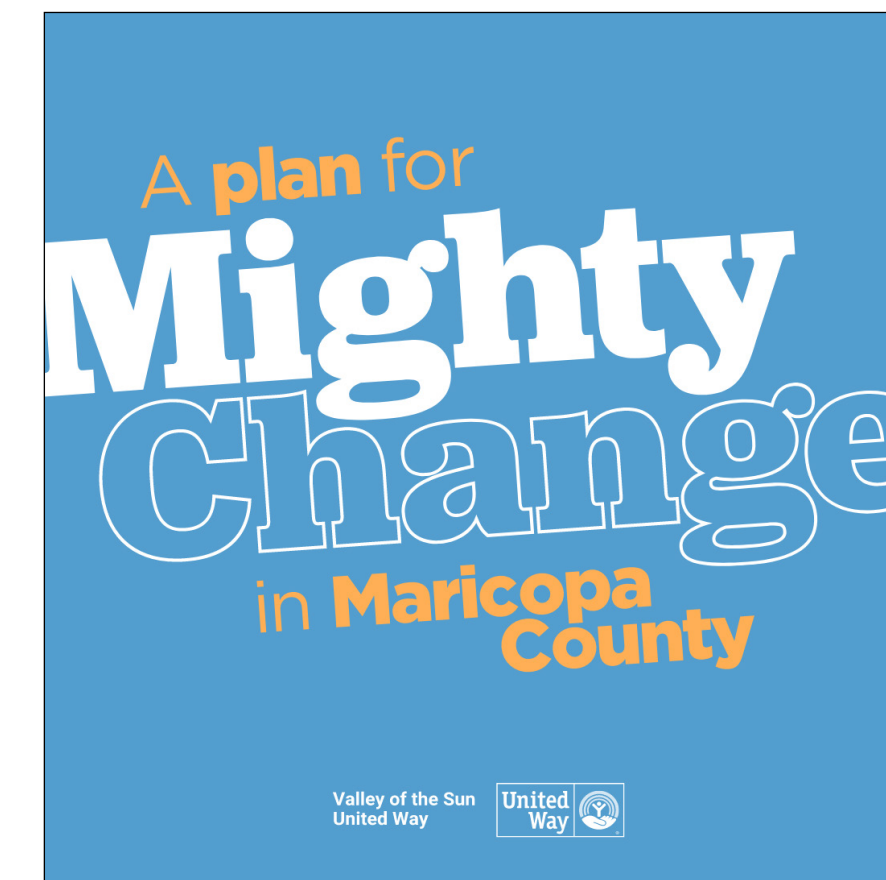
These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



1920x1080



1080x1080



1080x1080-Generic



1200x628

Mighty Change Social Media

HEALTH GOALS

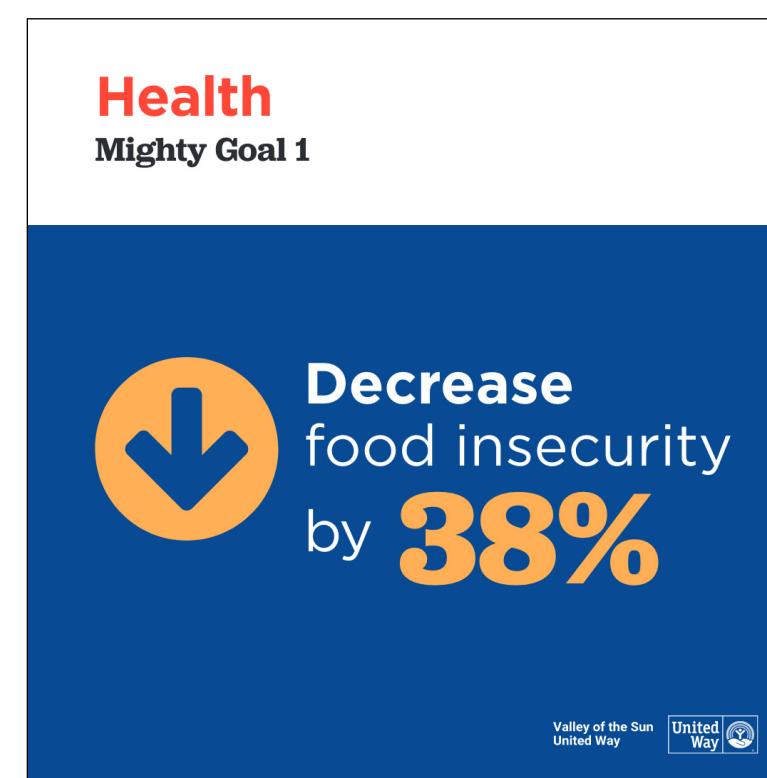
These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



1080x1080-Generic



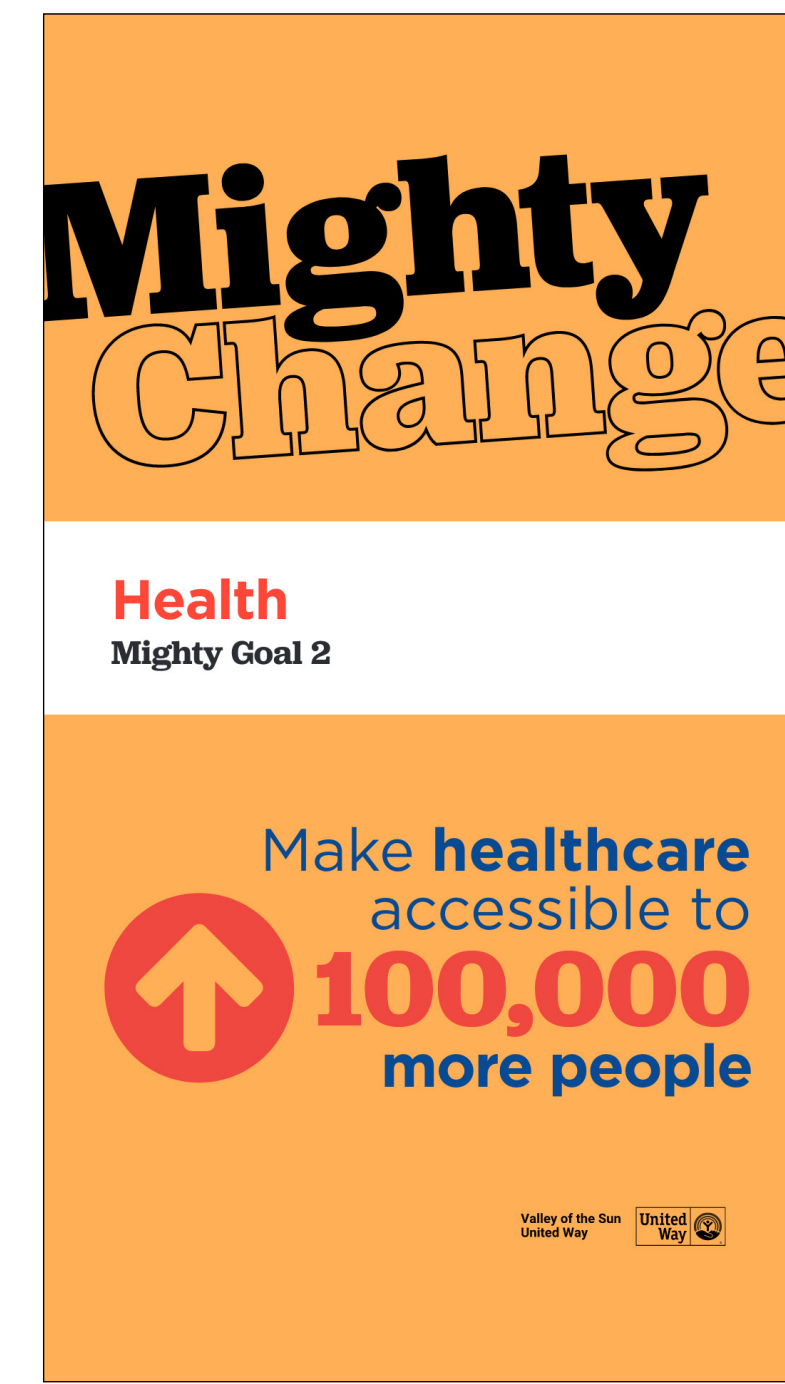
1920x1080



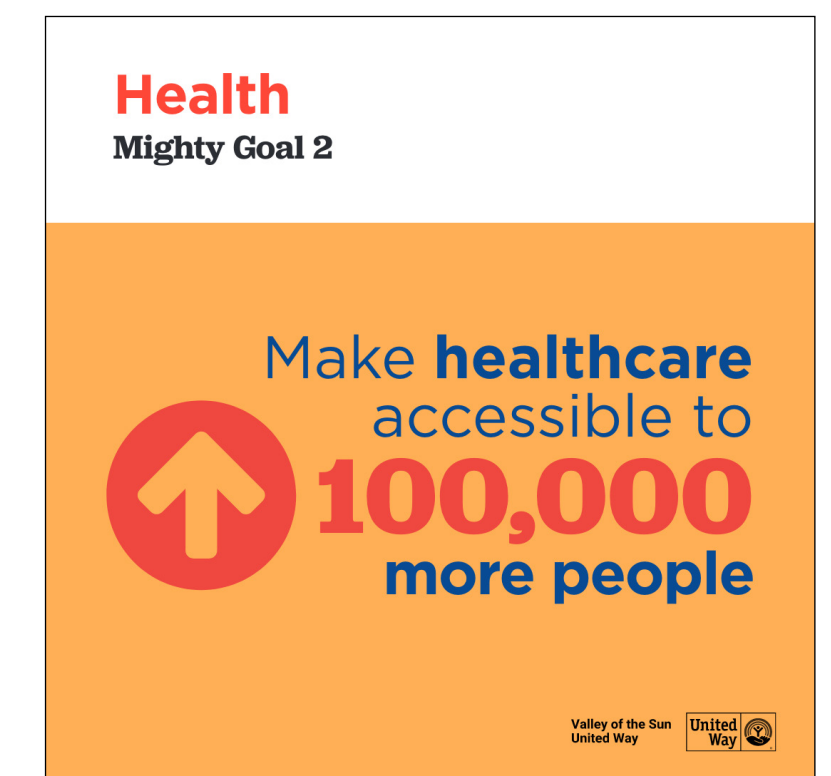
1080x1080



1200x628



1920x1080



1080x1080

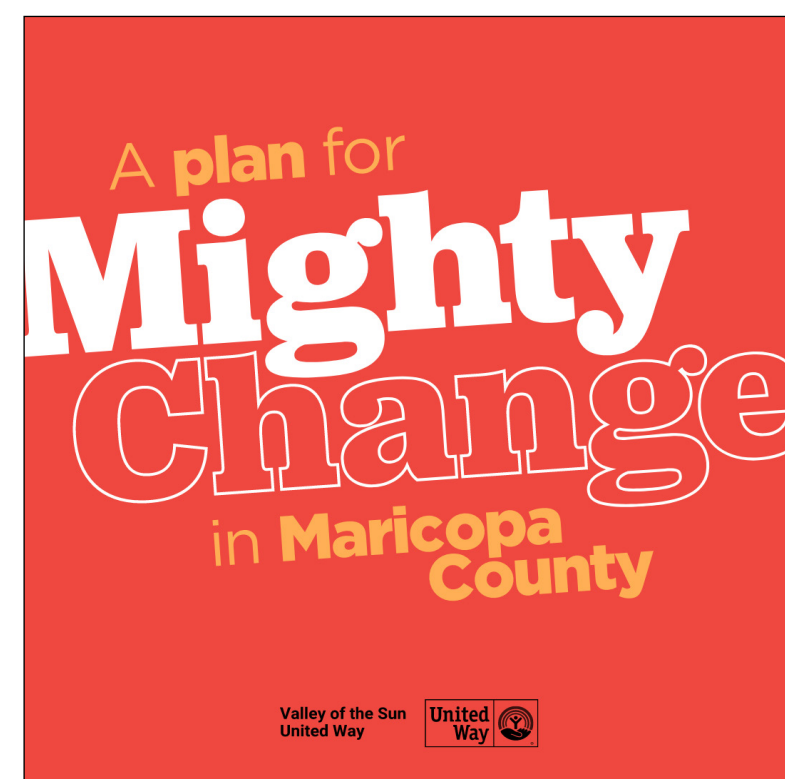


1200x628

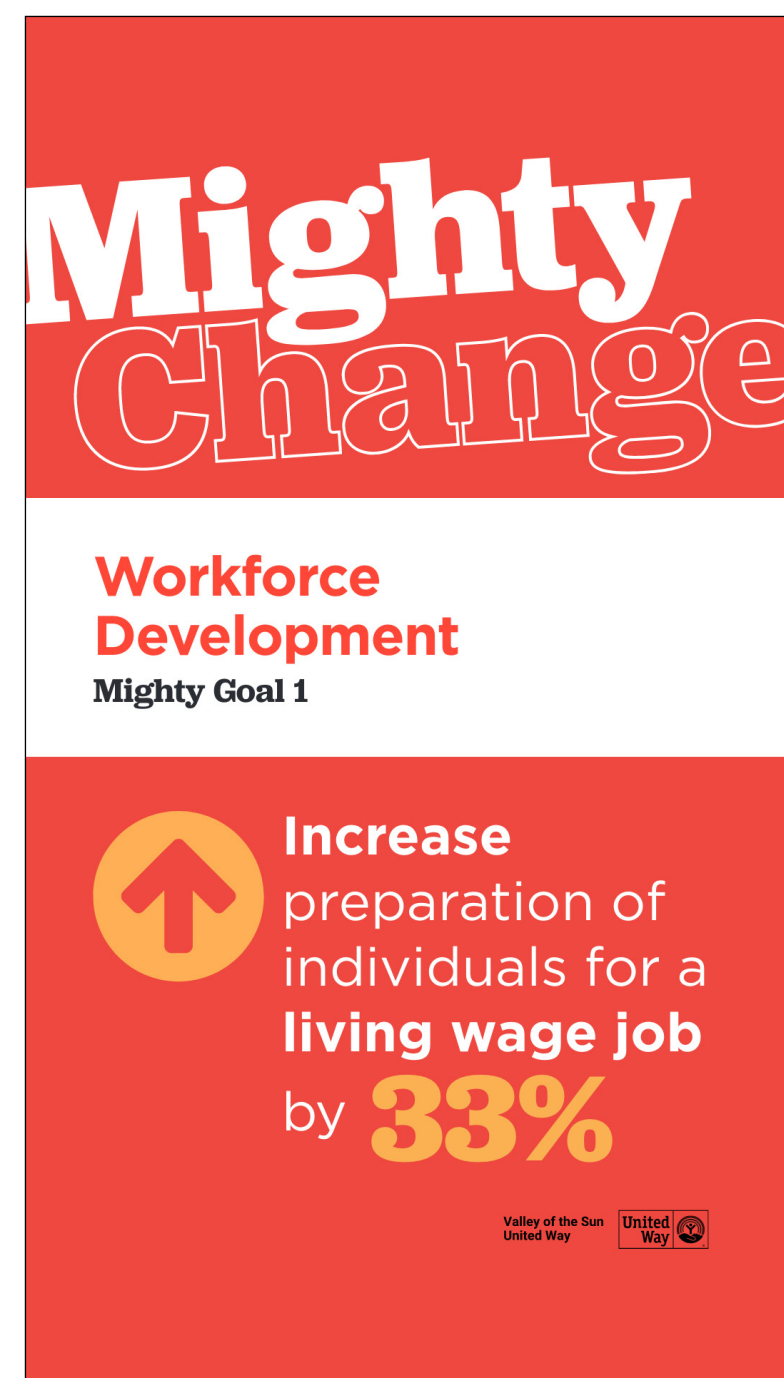
Mighty Change Social Media

WORKFORCE DEVELOPMENT GOALS

These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



1080x1080-Generic



1920x1080



1080x1080



1200x628



1920x1080



1080x1080



1200x628

Social Media Captions

Here are some example captions that provide guidance on how to talk about Mighty Change and your partnership with Valley of the Sun United Way. You're welcome to use them as is or make them your own to align with your brand voice.

Official campaign hashtag: #MC2026

Website: www.vsuw.org

LinkedIn: www.linkedin.com/company/vsuw

Facebook: www.facebook.com/myvsuw

Instagram: www.instagram.com/myvsuw

X: www.x.com/myvsuw

YouTube: www.youtube.com/@VSUW ←

View the latest
Stories of Mighty
Change here!

Partner Social Media Sample Posts

FACEBOOK/LINKEDIN

VISUAL: Mighty Change graphic/photo of employees volunteering/group photo of employees

POST 1

In 2021, Valley of the Sun United Way launched a plan to create Mighty Change in Maricopa County. Today, we're excited to announce that [\[Organization name\]](#) is joining the cause to help make a difference in the Valley.

www.vsuw.org/mightychange

POST 2

We're partnering with Valley of the Sun United Way to create Mighty Change in Maricopa County. [\[Organization name\]](#) will be donating, volunteering, and working with other organizations across the Valley to make a difference in Education, Housing & Homelessness, Health, and Workforce Development.

POST 3

We're partnering with Valley of the Sun United Way to create Mighty Change in Maricopa County. [\[Organization name\]](#) is excited to support their MC2026 plan to make a difference across the Valley in the areas that need it most.

www.vsuw.org/mightychange

Partner Social Media Sample Posts

INSTAGRAM

VISUAL: Mighty Change graphic/photo of employees volunteering/group photo of employees

POST 1

We're proud to partner with @myvsuw to create Mighty Change in Maricopa County. Together as a community, we will make a difference for our neighbors in need.

POST 2

We're thrilled to announce that [\[Organization Name\]](#) is partnering with @myvsuw to create Mighty Change in the Valley. Together, joined by other partners across the Valley, we will make a difference in Education, Housing & Homelessness, Health, and Workforce Development.

POST 3

Mighty Change happens when our community joins forces to solve Maricopa County's most critical needs. We're excited to announce our partnership with @myvsuw to create Mighty Change in Maricopa County.

Partner Social Media Sample Posts

X (TWITTER)/THREADS

POST 1

[[Organization Name](#)] is proud to partner with @myvsuw to create Mighty Change in Maricopa County. Together, we'll work to make a difference in Education, Housing & Homelessness, Health, and Workforce Development.

www.vsuw.org/mightychange

POST 2

Mighty Change happens when our community joins forces to solve Maricopa County's most critical needs. We're excited to announce our partnership with @myvsuw to create Mighty Change in Maricopa County.

www.vsuw.org/mightychange

POST 3

In 2021, @myvsuw launched a plan to create Mighty Change in Maricopa County. Today, we're excited to announce that [[Organization name](#)] is joining the cause to help make a difference in the Valley!

www.vsuw.org/mightychange

Accessing Assets

View, access, and download the outlined assets.

Download

Questions?

Don't hesitate to reach out! We're here to help.

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