Thank you for creating opportunities and inspiring hope for a better tomorrow.

Questions? Contact Us!
Phone: (575)524-7561
Email: info@uwswnm.org
Web: www.uwswnm.org

“Foundation of building a better community”

Give. Advocate. Volunteer. Want to make a difference?

Building Blocks of United Way of Southwest New Mexico
LIVE UNITED

A constant reminder that when we as individuals think outside ourselves, we have the power to facilitate change. When we reach out a hand to one, we influence the condition of all. We build the strength of our neighborhoods.

United, we can CHANGE what we see in our world.

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The Building Blocks of United Way of Southwest New Mexico

Center Piece- $50,000+

Your business listed here.

Keystone- $20,000+

Your business listed here.

Milestone- $10,000+

Your business listed here.

Pillar- $5,000+

Las Cruces Sun-News
Wells Fargo
Your business listed here.

Cornerstone- $2,500+

CenturyLink of New Mexico
Your business listed here.

Base- $1,000+

Dublin’s Street Pub
US Bank
Your business listed here.

Foundation- $500+

Your business listed here.
The United Way of Southwest New Mexico is the primary resource for giving, volunteering and advocating for our community – advancing the common good by affecting lasting positive improvements in the lives of the people of Southwest New Mexico.

**Our Mission**
To improve lives by mobilizing the caring power of our community.

**Community Impact**
To raise awareness in the areas of Education, Income, and Health to improve Southwest NM for a higher quality of life.

**Our Coverage Area**

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The United Way of Southwest New Mexico does have administrative expenses, although we are proud to report that administrative expenses represent only about 15% of the total annual budget which is much lower than many of the non-profit organizations in our area.

The **Building Blocks of United Way of Southwest New Mexico** is the back bone of the organization, providing the necessary funds for day to day operations and administrative expenses. A fully funded Building Block Program makes it possible for 100% of all donated funds to be applied directly to the programs and services. This makes giving more attractive to donors across the community and making it possible to help more people.

Through your partnership, you will not only receive a **fully integrated package of primary benefits designed to meet your marketing objectives** but you will also support United Way of Southwest New Mexico in continuing their daily operations to serve our community as the hub for all community programs and services.
Follow YOUR Building Block Investment!

Smart Investing for a Stronger Community!

Five Types of Benefits

There are five types of benefits available to our Building Block Partners.

1. **Special Event** – those benefits which are directly related to the events hosted by UWSWNM to raise awareness about the benefits to all of building a stronger community by focusing on the building blocks of a better life. Education, Income, and Health.

2. **Promotional Media** – inclusion in local media promoting UWSWNM and its mission including print and broadcast whenever possible.

3. **On-Site Marketing** – provide a venue for signage and face-to-face interaction with individuals and businesses in southwest New Mexico.

4. **Integrated Branding** – promote your business’s commitment to the community by aligning your brand with UWSWNM with placement of your organization’s ID (name/logo) on UWSWNM brochures, flyers, letterhead and more.

5. **Demonstrated Partnership** – partnership with UWSWNM keeping you up to date with the business and finances as well as opportunities to directly influence direction and goals for the future.
Getting Started

**Building Block Menu**
Each Building Block Partnership means a lot to the UWSWNM and our community! The following investment levels have options to mix and match to improve your Building Block experience.

**Foundation** - $500 - $999
Pick 2 options within Base and Foundation levels.

**Base** - $1,000 - $2,999
Pick 2 options within Base and Foundation levels.

**Cornerstone** - $2,500 - $4,999
Pick 5 options within Foundation, Base and Cornerstone levels.

**Pillar** - $5,000 - $9,999
Pick 9 options within Foundation, Base, Cornerstone and Pillar levels.

**Milestone** - $10,000 - $19,999
Pick 13 options within Foundation, Base, Cornerstone, Pillar and Milestone levels.

**Keystone** - $20,000 - $49,000
Pick 17 options within Foundation, Base, Cornerstone, Pillar, Milestone and Keystone levels.

**Center Piece** - $50,000+
Receive all options for all levels.

*Benefits will start July 1, 2014 - June 30, 2015.*

**All Levels – Receive:**
- Building Block Award
- Recognition at UWSWNM Campaign Celebration Event
- Receives Building Block window stickers
- Recognition on UWSWNM website
- Listing on Building Block brochure (1000 pieces)

**Membership Levels**

**Foundation**
- Listing on UWSWNM Giving Guide (4000 pieces)

**Base**
- Listing on UWSWNM Quarterly Summaries and Annual Report
- Eligible to participate in and receive recognition for Community Impact activities

**Cornerstone**
- Listing on Building Block Wall and Banner in United Way Office
- Receive Building Block display for business office
- Listing on United Way Letterhead (7,000 impressions/year)
- Listing on UWSWNM Brochure (2000 pieces)

**Pillar**
- Inclusion of Logo on all LIVE UNITED White T-shirts (those shirts are provided to all individuals who contribute to the LIVE UNITED League)
- Recognition of support in LIVE UNITED Workplace Campaign Packet with Logo
- Recognition on UWSWNM social media (Facebook, Twitter, Instagram, etc.)
- Recognition on UWSWNM electronic materials – eNewsletter and Community Event emails (12,000 each per year)
- Recognition on UWSWNM website with Logo
- UWSWNM Giving Guide with Logo
Milestone

- Logo on Home Page of UWSWNM website
- Opportunity to display banner featuring your Logo at all special events

Keystone

- Company will have volunteer position on the UWSWNM Board of Directors
- Recognition on UWSWM website with Logo linked to own Website
- Co-Brander of UWSWM Events

Center Piece

- Naming Rights on Meeting Space when available
- Inclusion of your logo on all special event informational and promotional materials – including but not limited to invitations, posters, packets, advertisement, and attendee gifts, etc.

Co-Branders

Beginning at Keystone Level you have the unique opportunity to become a co-brander of one or more of our programs and events. A portion of your investment is used to pay for our programs and events.

UWSWM Programs

Get Connected Zone – A place where anyone can explore one-time and long-term volunteer opportunities.

2-1-1 – An information and referral service provided for people looking for local human service resources on any issue.

Non Profit Management Series – Offers knowledge on various strategic topics that non-profits and board members can benefit from.

Passport to Financial Success – A group of sessions that provide information and awareness to improve financial stability.

UWSWM Events

Day of Action – An annual event on June 21 when United Ways throughout the world harness the power of volunteers to positively change communities through volunteerism.

Community BBQ – A free BBQ with games for the whole community to celebrate the success of the campaign and to see the nonprofit communities that are supported through their investments.

Stamp out Hunger – A food drive for the local pantries run through the USPS. UWSWM support the USPS by providing a BBQ for all the workers.

Thank You Banquet – A banquet honoring our Building Blocks of United Way of Southwest New Mexico.

Community Impact Events – Fun events designed to bring awareness of how to improve Education, Income, & Health in our community.

Volunteer Week – A lively week designed for everyone to volunteer throughout our community.
Building Block contributions are vital to the success of the annual United Way Campaign.

Will YOU be the foundation for building a better community?
BECOME a Building Block of United Way of Southwest New Mexico

Each Building Block Partnership means a lot to the UWSWNM and our community!

**All Levels – Receive:**
- Building Block Award
- Recognition at UWSWNM Campaign Celebration Event
- Receives Building Block window stickers
- Recognition on UWSWNM website
- Listing on Building Block brochure

**Choose your Experience:**

**Foundation: $500-999**
- UWSWNM Giving Guide

**Base: $1000-2,499 (Two)**
- UWSWNM Quarterly Summaries and Annual Report
- Community Impact activities

**Cornerstone: $2,500 – 4,999 (Five)**
- Building Block wall and banners in United Way Office
- Building Block display for business
- United Way Letterhead
- UWSWNM Brochure

**Pillar: $5,000 – 9,999 (Nine)**
- LIVE UNITED White T-shirts
- LIVE UNITED Workplace Campaign Packet with Logo
- UWSWNM social media
- UWSWNM electronic materials
- UWSWNM website with Logo
- UWSWNM Giving Guide with Logo

**Milestone: $10,000 – 19,999 (Thirteen)**
- Logo on Home Page of UWSWNM Website
- Logo Banner at all special events

**Keystone: $20,000 – 49,000 (Seventeen)**
- Volunteer position on the UWSWNM Board Of Directors
- Co-Brander of UWSWNM Events
- UWSWNM website with linked Logo

**Center Piece: $50,000+ (All)**
- Logo and promo materials at all special events
- Naming Rights on Meeting Space Rooms when available

*Please check boxes for desired options.*

Benefits will Start July 1, 2015 - June 30, 2016 and 5 county coverage.

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If you would like to become a Building Block, please contact us or fill out the form below and mail it to us.

Company Name: __________________________

Authorized By: ____________________________

Title: ____________________________________

Signature: ________________________________

Yes! We will become a Building Block!

Choose your Building Block Contribution and Amount:

- [ ] Foundation: $__________
- [ ] Milestone: $__________
- [ ] Base: $__________
- [ ] Keystone: $__________
- [ ] Cornerstone: $__________
- [ ] Center Piece: $__________
- [ ] Pillar: $__________

**Billing Information (Please Print)**

Contact Name: ________________________________________

Address: _______________________________________________

______________________________________________________

**Payment Information**

- [ ] Check Enclosed
- [ ] Credit Card
- [ ] Payment Plan

Total Pledge: $______________

Amount Enclosed: $______________

*Please detach this Information Page and Level Choices page and return to:*

United Way of Southwest New Mexico
P.O. Box 1347
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