



# Corporate Cornerstone

UWNCNM offers the following as **ANNUAL RECOGNITION**, according to the Level of Giving. Recognition benefits are provided in the calendar year following the campaign during which a Cornerstone gift is pledged (i.e., in calendar year 2025 for gifts pledged during the fall 2024 Campaign).

BENEFITS	LEVELS							
	VISTA [\$175,000+]	PINON [\$100k- \$174,999]	MESA [\$50k- \$99,999]	VALLEY [\$25k- \$49,999]	BOSQUE [\$10k- \$24,999]	RIO GRANDE [\$7,500- \$9,999]	CHAPARRAL [\$5k- \$7,499]	PARTNERS [\$500- \$4,999]
Quarterly UWNCNM Informative E-newsletter on community impact	✓	✓	✓	✓	✓	✓	✓	✓
Company listed on Corporate Cornerstone webpage	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition with Corporate Cornerstone page sharing	✓	✓	✓	✓	✓	✓	✓	✓
Digital UWNCNM Web and Signature Badge	✓	✓	✓	✓	✓	✓	✓	✓
UWNCNM Annual Report Recognition	✓	✓	✓	✓	✓	✓	✓	✓
Listing on Corporate Cornerstone Banner showcased at UWNCNM events	✓	✓	✓	✓	✓	✓	✓	
Individualized Social Media Recognition with Tagging/Company Website	✓	✓	✓	✓	✓	✓		
Logo on Corporate Cornerstone Banner showcased at UWNCNM events	✓	✓	✓	✓	✓			
Logo on UWNCNM Homepage linked to Company Website	✓	✓	✓	✓	✓			
Shared Purpose Benefit	✓	✓	✓	✓	✓			
UWNCNM Training Center usage	✓	✓	✓	✓				
Listing on UWNCNM Letterhead	✓	✓	✓					
Company job opportunity link on Corporate Cornerstone webpage	✓	✓	✓					
Employee Education Workshops (e.g., Financial Literacy/Money Management, Education-Friendly Workplace and Community Impact Initiatives)	✓	✓	✓					
Logo Recognition on UWNCNM YouTube Channel	✓	✓						
Logo on UWNCNM E-newsletter Footer	✓	✓						
Customized Shared Purpose Opportunities	✓	✓						
Press Release (upon request)	✓							
Company Tabling Opportunity and/or Earlybird Invites to UWNCNM events	✓							



# Corporate Cornerstone

By joining UWNCNM Corporate Cornerstone, your company's commitment to social responsibility will be recognized and celebrated. Your company will gain access to a comprehensive suite of benefits designed to enhance your corporate image, engage your employees, and make a lasting impact on our community.

LEVELS	The Value of Corporate Cornerstone Benefits
<b>PARTNERS</b> [\$500-\$4,999]	<ul style="list-style-type: none"> <li>• <b>Quarterly Newsletter</b> – Stay informed on the positive impact your company contributions are making in the community.</li> <li>• <b>Webpage Listing</b> – Showcase your commitment to social responsibility by having your company listed on our Corporate Cornerstone webpage.</li> <li>• <b>Social Media Recognition</b> – Gain visibility with our supporters as we share your company's involvement on our social media platforms.</li> <li>• <b>Web and Signature Badge</b> – Display your support for United Way with a digital badge on your website or email signatures.</li> <li>• <b>Annual Report Recognition</b>: Highlight your contribution to the community by being listed in our annual report.</li> </ul>
<b>CHAPARRAL</b> [\$5k-\$7,499] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Banner Listing</b> – Increase your visibility at our events with your company listing on our Corporate Cornerstone banner.</li> </ul>
<b>RIO GRANDE</b> [\$7,500-\$9,999] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Company Social Media Recognition</b> – Receive personalized social media recognition, tagging your company and/or linking to your website.</li> </ul>
<b>BOSQUE</b> [\$10k-\$24,999] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Logo on Events Banner</b> – Your company's logo will be prominently displayed on our event banners, enhancing your visibility with our partners, donors, and volunteers.</li> <li>• <b>Logo on UWNCNM Homepage</b> – Your company's logo and a link to your website will be featured on our homepage and viewed by our daily website visitors.</li> <li>• <b>Shared Purpose Benefit</b> – Let United Way find your company one meaningful volunteer opportunity that aligns with your social responsibility goals. Spend the day giving back with an organized activity focused on our community. This activity will be tailored to your companies' specific interests.</li> </ul>
<b>VALLEY</b> [\$25k-\$49,999] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Training Center Usage</b> – Utilize United Way's newly renovated conference area space for your company's professional development events, meetings, etc. (advanced scheduling is required)</li> </ul>
<b>MESA</b> [\$50k-\$99,999] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Letterhead Listing</b> – Have your company listed on our official letterhead, showcasing your support to contributors and partner networks.</li> <li>• <b>Company Job Portal</b> – Attracting candidates who value social responsibility will be connected to your company's jobs portal to help recruit an impactful workforce through our website.</li> <li>• <b>Employee Education Workshops</b> – We offer expert-led educational opportunities for your employees on topics such as financial literacy, money management, education-friendly workplace, and community impact initiatives.</li> </ul>
<b>PINON</b> [\$100k-\$174,999] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>United Way's YouTube Channel</b> – Your company's logo will be featured on our YouTube channel, increasing your online presence as visitors view our community-centered videos.</li> <li>• <b>Logo on Newsletter</b> – Have your company's logo displayed on the footer of our e-newsletters to our list of over 10k subscribers.</li> <li>• <b>Customized Shared Purpose Opportunities</b> – Receive a tailored company-wide socially responsible experience with United Way programs, partners or initiatives including community conversations, special volunteer opportunities and more.</li> </ul>
<b>VISTA</b> [\$175,000+] <i>Benefits above are included</i>	<ul style="list-style-type: none"> <li>• <b>Press Release Announcement</b> – Request a press release to announce your company's involvement with UWNCNM to the entire community.</li> <li>• <b>Specialized Company Participation at UWNCNM Events</b> – Get early information on upcoming events, up to 10 tickets to our annual celebration event and the opportunity to speak at or set up a company table (if program permits).</li> </ul>



Let United Way find your company one meaningful volunteer opportunity that aligns with your social responsibility goals. Spend the day giving back with an organized activity focused on our community. This activity will be tailored to your companies' specific interests.

Shared Purpose encompasses an experience beyond only volunteering for our top Corporate Cornerstone partnerships. Those companies receive a tailored company-wide socially responsible experience with United Way programs, partners or initiatives including community conversations, special volunteer opportunities and more.

## Shared Purpose A La Carte:

- Company Service Projects with Agency Partners
- Company Service Projects with UWNCNM
- Educational Friendly Workplace Conversations and Training
- Community Conversations
- Volunteering Opportunities with UWNCNM Programs and Nonprofit agencies in our 5-county service area

Valley level and above partners, in addition with other benefits, may also participate in an employee dedicated volunteer project during our annual Week of Caring event that will honor your participation with a project named after your company. (Ex. United Way Hygiene Packing Event)

For more information on Shared Purpose, contact Corporate Engagement Manager Victoria Berroteran at [victoria.berroteran@uwncnm.org](mailto:victoria.berroteran@uwncnm.org)



# Corporate Cornerstone

## CORPORATE CORNERSTONE PLEDGE FORM

Let's work together to achieve our shared mission and make a difference in New Mexico.

<b>VISTA</b> [\$175,000+]	<b>PINON</b> [\$100k- \$174,999]	<b>MESA</b> [\$50k- \$99,999]	<b>VALLEY</b> [\$25k- \$49,999]	<b>BOSQUE</b> [\$10k- \$24,999]	<b>RIO GRANDE</b> [\$7,500- \$9,999]	<b>CHAPARRAL</b> [\$5k- \$7,499]	<b>PARTNERS</b> [\$500- \$4,999]
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COMPANY NAME: \_\_\_\_\_

COMPANY INVESTMENT = \$ \_\_\_\_\_

- Corporate Cornerstones (Help cover the Administrative Costs to run UWNCNM)
- Areas of Greatest Need
- Rising Together: Support family stability with resources and increase student engagement leading to improved attendance/graduation rates.
- Community Investment Fund: Including Impact, Basic Needs and Capacity Building Grants
- Diversity, Equity and Inclusion United: Supporting equitable grantmaking practices through education and community engagement
- 211 Hotline: Supporting free referrals to health and human services, government agencies, and community-based organizations.
- Tax Help New Mexico: Supporting free tax-filing resource for people whose household income is \$65,000 or less or those who are 65 years or older.

- Please invoice me:
  - One time, date \_\_\_\_\_
  - Monthly in 2025
  - Quarterly in 2025

- We will mail in our contribution.
- Please make check payable to **UWNCNM** and mail to:
- 2340 Alamo Ave. SE, 2nd Floor  
Albuquerque, NM 87106**

### Thank You!