



2027

**SPONSORSHIP
GUIDE**

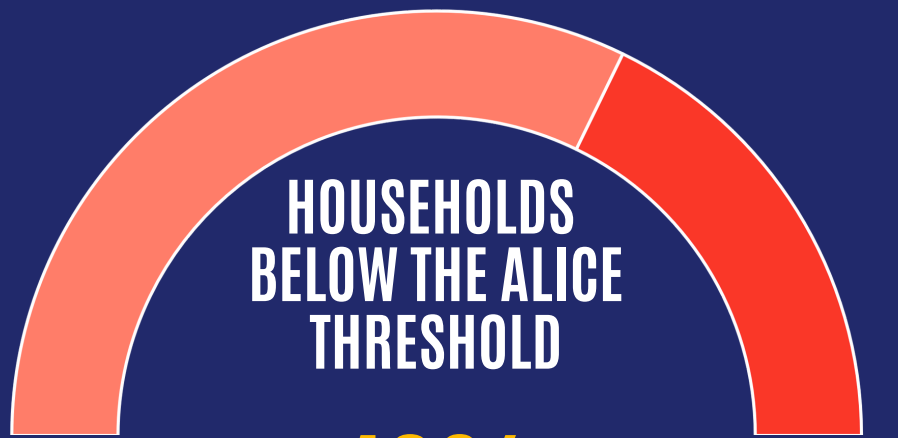


UNITED WAY
Upper Ohio
Valley

ALICE IN THE UPPER OHIO VALLEY

*Latest statistics are from 2024

ASSET LIMITED INCOME CONstrained EMPLOYED



26%
ALICE

HOUSEHOLDS BELOW THE ALICE THRESHOLD

43%

of households in our seven-county region are struggling to survive.

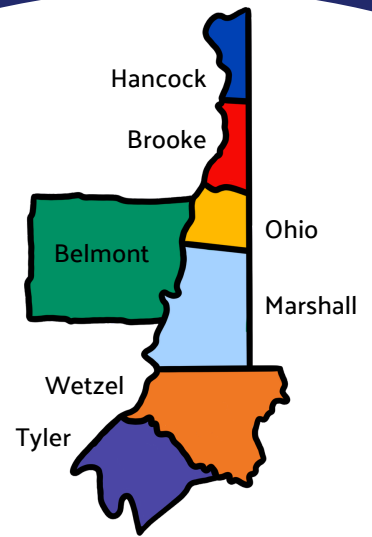
17%
poverty

91,557 total households

United for ALICE is a driver of innovation, research, and action to improve life across the country for ALICE and for all. The development of the ALICE measurements, which provide a comprehensive, unbiased picture of financial hardship, has revealed that 41% of U.S. households cannot make ends meet.

That number is even higher in the Ohio Valley.

Data from 2024 reveals that 43% of households in our seven-county region are struggling to survive and are forced to make impossible choices - like deciding whether to pay for utilities or a car repair - or to buy food or fill a prescription.





UNITED WAY
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HOW YOUR DOLLARS ARE INVESTED

Your gift, combined with hundreds of others, makes it possible for those in need to recover from crisis, rebuild what was lost, or reimagine a future. Every dollar raised here stays here and is put to work helping your friends, family, and neighbors.

7 COUNTIES

25 PARTNERS

32 PROGRAMS

50,975 SERVED



17%

29%



**YOUTH
OPPORTUNITY**

Helping young people
realize their full
potential



**COMMUNITY
RESILIENCY**

Addressing urgent
needs today for a
better tomorrow



**HEALTHY
COMMUNITY**

Improving health and
well-being for all



**FINANCIAL
STABILITY**

Building financial
stability and strength

34%

20%



DISASTER RESPONSE EFFORTS



When historic, deadly flash flooding struck Ohio County in June 2025, the United Way of the Upper Ohio Valley saw a need for a coordinated effort to help residents in the affected areas get back on their feet. The United Way organized volunteers, supplies, and directly helped with cleanup efforts. Recovery efforts continue long after the flash flooding. The United Way of the Upper Ohio Valley teamed up with FEMA, the Ohio County Emergency Management Agency, and other entities to form the Long Term Disaster Recovery Group which meets monthly to ensure that each household affected by the flooding continues to receive the help they need to get back on their feet. As of June 2026 the group has distributed **\$761,000** in funds to affected households, completed 161 cases, and has 23 cases that are still open and in progress. For more information on this coordinated effort visit: <https://www.ovflood.org/>



Get Connected. Get Help.™

West Virginia 211, powered by United Way, keeps an accurate and comprehensive database that you can use to find health and human services to meet your needs.

Our database allows you to browse hundreds of health and human services online, learn about specific programs, intake requirements, eligibility, operation hours and more. The database also has information on disaster related services.

In 2025, WV 211 made **126,728** connections for support services throughout the state.

\$100-\$999	Friends
\$1,000-\$1,999	Builders
\$2,000-\$2,999	Cornerstones
\$3,000-\$3,999	Foundations
\$4,000-\$4,999	Visionaries
\$5,000-\$9,999	Pillars
\$10,000+	Tocqueville Society



LEADERSHIP GIVING SOCIETY

- Recognition on United Way Website
- Invitation and recognition during annual Building a Better Community Breakfast in November

The United Way of the Upper Ohio Valley is committed to ensuring that our region is a place where people can thrive because their neighbors care.

The best way to support the United Way and our community is by making a donation.



FACT SHEET



MISSION

United Way mobilizes our community to action so all can thrive.

COVERAGE

United Way Upper Ohio Valley (UWUOV) is a regional United Way that covers Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler Counties in West Virginia, and Belmont County in Ohio.

GOVERNANCE

UWUOV is an independent, volunteer-directed community organization governed by a 24-member Board of Directors.

President: Ryan Rotilio, Bayer Heritage Federal Credit Union

Vice President: Emily Shortall, Goodman Properties

Secretary: Chris Hortert, Williams Energy

Treasurer: Amanda Brown, WesBanco

INVOLVEMENT

Over 70 local businesses partnered with the United Way of the Upper Ohio Valley last year to conduct their annual fundraising campaign. Last year, over 500 volunteers assisted the organization.

EFFICIENCY

The administrative rate of 14% is significantly lower than the average of 35% recommended by the Charities Review Council.

RESULTS

United Way of the Upper Ohio Valley and its funded partners are working to address the needs in our four impact areas of healthy communities, youth opportunity, financial security, and community resiliency.

Funding supports 32 programs at 25 agencies across all seven counties. More than 50,900 individuals were supported during the last fiscal year.



TOP 10 REASONS TO SUPPORT UNITED WAY OF THE UPPER OHIO VALLEY

1 LOCAL IMPACT

When you give to the United Way of the Upper Ohio Valley, your dollars stay local. Every contribution directly benefits individuals and families in Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler Counties.

2 COMMUNITY COLLABORATION

We believe real change happens when people work together. United Way of the Upper Ohio Valley brings together businesses, nonprofits, government agencies, and volunteers to the same table to solve our region's biggest challenges.

3 TRUSTED STEWARDSHIP

With a legacy dating back to 1918, we have a proven track record of responsible fundraising, transparent reporting, and careful allocation of resources.

4 COMPREHENSIVE APPROACH

We don't just focus on one issue - we invest in the building blocks of a thriving community: healthy community, youth opportunity, financial security, and community resiliency.

5 EMERGENCY RESPONSE

When crisis strikes, United Way of the Upper Ohio Valley is ready to act. When severe flooding struck in June 2025, United Way of the Upper Ohio Valley stepped up to coordinate donations, volunteers, and helped communities rebuild. Your support ensures we can deliver immediate and effective help.

6 SUPPORTING LOCAL PROGRAMS

Your donation funds 30 essential programs at 25 United Way partner agencies, which are reviewed and allocated on a yearly basis by trained volunteers.

7 CREATING LASTING CHANGE

We're committed to breaking cycles of poverty and hardship through sustainable, long-term solutions. By supporting proven strategies and innovative programs, your gift doesn't just address symptoms - it tackles root causes and helps people achieve lasting self-sufficiency.

8 EVERY DOLLAR COUNTS

You don't have to give big to make a big difference. Every donation - no matter the size - adds up to real impact when combined with the generosity of others.

9 ACCOUNTABILITY & RESULTS

We measure our impact and share results with our donors and the community. You'll see the difference your gift makes through regular updates, reports, and success stories. We're committed to transparency and showing you the return on your investment in our work.

10 MOBILIZING ACTION

Your support empowers us to rally volunteers, organize community events, and inspire collective action. Whether it's through programs, advocacy, or outreach, United Way is the spark that brings people together to create real, lasting change.

unitedwayuov.org



UNITED WAY
Upper Ohio
Valley

PREMIER SPONSORSHIP

\$10,000

BENEFITS:

- Mentioned at every event as 2027 Premier Sponsor
- Logo and link to company on Upper Ohio Valley United Way homepage year-round
- Logo on event promotions and mentions on social media throughout the year
- Mentioned as Premier Sponsor in all event press releases
- Mentioned in radio and television interviews for events
- Opportunity to speak at any event
- Premier Sponsor banner at each event with company logo
- Recognition, full page ad, and reserved table of eight at Building a Better Community Breakfast
- Chance to be Celebrity Scooper at events throughout summer
- Event tickets in accordance with sponsorship level
- Large logo in each United Way newsletter
- Logo on the back of Day of Caring shirts

SIGNATURE SPONSORSHIP

\$5,000

BENEFITS:

- Mentioned at every event as 2027 Signature Sponsor
- Logo and link to company on Upper Ohio Valley United Way homepage year-round
- Logo on event promotions throughout the year
- Mentioned as Signature Sponsor in all event press releases
- Signature Sponsor banner at each event with company logo
- Recognition, half page ad, and reserved seating for four at Building a Better Community Breakfast
- Chance to be Celebrity Scooper at events throughout summer
- Event tickets in accordance with sponsorship level
- Small logo in each United Way newsletter
- Logo on the back of Day of Caring shirts

GOLD SPONSORSHIP

\$2,500 PER EVENT

BENEFITS:

- Name recognition in event promotions for the event of your choosing
- Name recognition in radio interviews for the event of your choosing
- Name recognition in press releases for the event of your choosing
- Logo on social media marketing for the event of your choosing
- Logo on the website page for the event of your choosing
- Logo on signage for the event of your choosing
- Mentions at the event of your choosing
- Chance to speak briefly at event of your choosing
- Event tickets in accordance with sponsorship level

SILVER SPONSORSHIP

\$1,000 PER EVENT

BENEFITS:

- Name recognition in event promotions for the event of your choosing
- Name recognition in press releases for the event of your choosing
- Logo on social media marketing for the event of your choosing
- Logo on the website page for the event of your choosing
- Logo on signage for the event of your choosing
- Mentions at the event of your choosing
- Event tickets in accordance with sponsorship level



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BRONZE SPONSORSHIP

\$500 PER EVENT

BENEFITS:

- Logo on social media marketing for the event of your choosing
- Logo on the website page for the event of your choosing
- Logo on signage for the event of your choosing
- Mentions at the event of your choosing
- Event tickets in accordance with sponsorship level

SMALL BUSINESS 365

\$365 / YEAR

BENEFITS:

- Our Small Business 365 members are an important growing family of donors who are vital to helping us meet the needs of our community, \$1 at a time. By spreading out your gift over 12 months, or making a one-time payment of \$365, we make it simple and affordable for small businesses to assume a place of leadership in our community.
- Quarter page ad in the Building a Better Community Breakfast program
- Logo and link to company website on website
- Thank you on social media platforms when mentioning Small Business 365 program
- Small Business 365 window decal



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2027 EVENT CALENDAR



MARCH

- Match Madness

APRIL

- Battle of the Ballroom
- Allocations Panels

JUNE

- Chili Cookoff
- Celebrity Scoopers
- Jefferson Fridays

JULY

- Celebrity Scoopers
- Jefferson Fridays

AUGUST

- Mega Bingo
- Jefferson Fridays
- Lace Up for Kids

SEPTEMBER

- Day of Caring

OCTOBER

- Spooktacular

NOVEMBER

- Building a Better Community Breakfast

DECEMBER

- Operation Toy Lift

OUR PARTNERS



UNITED WAY
Upper Ohio
Valley

American Red Cross

(304) 488-5279

redcross.org/local/west-virginia

Brooke County Senior Center

(304) 527-3410

bccoawv.com

Brooke County Public Library

(304) 737-1551

brookecountylibs.org

CASA for Children, Inc.

(304) 233-0333

wvcasaforchildren.org

Catholic Charities Wheeling

(304) 907-1206

ccwva.org

Community Bread Basket

(304) 748-7595

facebook.com/community-bread-basket-inc

Family Service Upper Ohio Valley

(304) 233-2350

fsuov.com

Gabriel Project

(304) 639-5039

gabrielwv.org

Girl Scouts of USA Black Diamond Council

(304) 345-7722

bdgsc.org

Hancock County 4H

(304) 564-3807

extension.wvu.edu/hancock/4h

Harmony House

(304) 230-2205

harmonyhousecacwv.org

Holy Family Child Care & Development Center

(304) 242-5222

holyfamilychildcarecenter.com

Mary H. Weir Public Library

(304) 797-8510

weirton.lib.wv.us

Russell Nesbitt Services and WATCH

RNS: (304) 232-0233

WATCH: (304) 232-1750

rns-watch.org

Salvation Army - Belmont Co.

(740) 676-6225

easternusa.salvationarmy.org/northeast-ohio/bellaire

Salvation Army - Brooke & Hancock Co.

(304) 748-4310

salvationarmypotomac.org/weirton

Salvation Army - Ohio, Marshall, Wetzel, Tyler Co.

(304) 233-4400 (Ohio Co.)

(304) 845-0510 (Marshall Co.)

(304) 455-5151 (Wetzel Co.)

salvationarmy.org

Seeing Hand Association

(304) 232-4810

seeinghandassociation.com

Sexual Assault Help Center

(304) 234-1783

sexualassaulthelpcenter.com

Tri-County Help Center

(740) 695-5441

tricityhelp.org

Weirton Christian Center

(304) 748-2353

weirtonchristiancenter.com

Wheeling Health Right

(304) 233-1135

wheelinghealthright.com

YMCA Wheeling

(304) 242-8086

wheelingymca.org

Youth Services System

(304) 233-9627

youthservicessystem.org

YWCA Wheeling

(304) 232-0511

ywcawheeling.org

CORPORATE SPONSORSHIP PROGRAM

Our corporate sponsors provide a single donation to support United Way's special events, campaigns, and programs throughout the year.

They are critical to the success of our United Way by helping keep overhead costs low so we can put more money into the community!

THANK YOU!



2027 SPONSORSHIP PLEDGE FORM



OFFICE 1425 Chapline St., Wheeling, WV 26003

1 Company Info

<input type="text"/>	<input type="text"/>		
COMPANY NAME	AUTHORIZED BY		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
BUSINESS ADDRESS	CITY	STATE	ZIP
<input type="text"/>	<input type="text"/>		
EMAIL ADDRESS	PHONE		

2 Sponsorship Level

- SIGNATURE SPONSOR - \$10,000
- PREMIERE SPONSOR - \$5,000
- GOLD SPONSOR - \$2,500 PER EVENT
- SILVER SPONSOR - \$1,000 PER EVENT
- BRONZE SPONSOR - \$500 PER EVENT
- SMALL BUSINESS 365 SPONSOR - \$365

Events: If you chose Event or Cause Marketing, please highlight/circle the event(s) you want to sponsor

- Battle of the Ballroom
- Chili Cookoff
- Celebrity Scoopers
- Mega Bingo
- Lace Up for Kids
- Day of Caring
- Spooktacular
- Building a Better Community Breakfast
- Operation Toy Lift

*New events may be added and exact event dates could be subject to change

3 Payment Method

- My payment is enclosed - please make checks payable to United Way Upper Ohio Valley
- Pay via credit card - please visit unitedwayuov.org/give or call (304) 232-4625
- Please invoice me

4 Contact

- 1425 Chapline Street, Wheeling, WV 26003
- (304) 232-4625
- unitedwayuov.org

THANK YOU FOR YOUR SUPPORT!



Signature

Date