HOW TO GET INVOLVED
# TABLE OF CONTENTS

What is the Community Baby Shower? ........................................... 2

What’s in a Baby Basics Bin? .................................................... 3

How You Can Participate .......................................................... 4

Sponsor Form ........................................................................... 5

Donation Drive Flyer ............................................................... 7
What is the Community Baby Shower?

OVERVIEW

United Way champions the healthy childhood development of every member of our community—ensuring that each child gets the best possible start in life by giving parents access to the support and resources they need to make that happen. Hosted by United Way’s Women United group, the 10th annual Community Baby Shower is both celebratory and educational, in the spirit of a traditional baby shower. In addition to celebrating the new parents, our version of a shower also provides referrals to resources, panels on early literacy, health, and safety, dinner for guests and their family, onsite childcare, and more. Each new parent also leaves the event with a Baby Basics Basket filled with everything they need to care for their newborn.

That’s where you come in.

Our goal is to assemble 325 Baby Basics bins for 325 expectant parents struggling with poverty and financial stability. Through partnerships with local non-profit agencies and corporate partners, volunteers will support the purchasing and packing of all baby essentials and gifts to families.

Why Should You Participate?

• Support newborns by providing basic care items their parents might struggle to obtain
• Help struggling families celebrate and prepare for their new child while learning about the community resources available to support them
• Gain a better understanding of community needs
• Build new relationships and strengthen team building and leadership skills
• Market your business’ community involvement to the public (sponsor levels listed on page 6)
• Get your employees involved with an onsite volunteer opportunity
• Further engage employees who want to volunteer at the event and witness the impact of your support
What’s in a Baby Basics Bin?

**EACH GIFT TO A FAMILY WILL INCLUDE:**

- Diapers
- Travel Changing Pad
- Diaper Cream
- Head to Toe Wash
- Bath Lotion
- Baby Towel/Washcloth Set
- Nail Clippers
- Onesies
- Bibs
- Socks
- Rattle/Teething Toy
- Developmental Toy
- Blankets
- Baby Thermometer
How You Can Participate

THERE ARE SEVERAL WAYS YOUR COMPANY CAN HELP MAKE THIS EVENT A SUCCESS:

• Sponsor the Community Baby Shower
• On-site employee engagement and volunteer opportunity
  • Complete Baby Basic Bins packed at your company — $100 per bin includes supplies, United Way staffing, Baby Shower sponsorship benefits and volunteer spots on the day of the event when bins are distributed
• Publicize our Amazon Registry and drive for gently used baby clothing, new onesies, socks or baby thermometers

To coordinate the logistics of your volunteer packing event or item drive please contact Kiara Lum at klum@supportunitedway.org or 617-624-8005.

For an item drive you may also sign up HERE.
Over the past 10 years, United Way's Community Baby Shower has provided thousands of new and expectant parents with the essential tools and resources to support their baby's development and learning.

In the spirit of a traditional baby shower, this celebration of caring connects expectant and new parents to resources that might otherwise be inaccessible to them like maternal and early childhood health services, housing resources, and more. In addition, each mother gets access to baby necessities and educational materials to help them start the journey into parenthood on the right foot.

The Community Baby Shower is hosted each year by Women United, a philanthropic group of women executives and leaders in the community who represent hundreds of companies throughout Greater Boston. Together, they collectively donate $10 million a year to United Way. By sponsoring this event, you are showing your commitment to United Way's work while enjoying a unique opportunity for visibility and networking.

Please see the back of this sheet for information on sponsorship levels and benefits.
The Community Baby Shower is an outstanding opportunity for your company to support families in need and the youngest members of our community. Inspired to do more? Reach out to explore ongoing volunteer engagement opportunities throughout the year.

**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANNIVERSARY SPONSOR $25,000</strong></td>
<td>• Prominent on-site branding at the event &amp; on event collateral • Company logo on all e-communications • Company logo on event webpage • Social media recognition • Logo displayed on all Baby Basic Boxes given to parents • Seat on the Community Baby Shower Planning Committee • On-site volunteer opportunity at your place of business leading up to Community Baby Shower • 20 volunteer spots for your employees and community partners • Company photo opportunity at event • Mentor Sponsor Recognition at the 25th Anniversary of Women's United Leadership Breakfast: • Name recognition/logo on all event signage • Logo and link on Women United webpage • Logo inclusion on pre-event and post-event e-communication • Logo inclusion in all printed materials • Logo inclusion in event slideshow • Sponsor acknowledgment by emcee during event program • 2 sponsor tables (20 guests) • Invitation to exclusive VIP Reception for 5 guests • Social media exposure</td>
</tr>
<tr>
<td><strong>CHILD SPONSOR $10,000</strong></td>
<td>• Prominent on-site branding at the event &amp; on event collateral • Company logo on all e-communications • Company logo on event webpage • Social media recognition • Logo displayed on all Baby Basic Boxes given to parents • On-site volunteer opportunity at your place of business leading up to Community Baby Shower • 15 volunteer spots for your employees and community partners • Company photo opportunity at event</td>
</tr>
<tr>
<td><strong>TODDLER SPONSOR $5,000</strong></td>
<td>• Company logo on all e-communications • Company logo on event webpage • Social media recognition • Logo displayed on all Baby Basic Boxes given to parents • On-site company recognition at event • Social media recognition • 10 volunteer spots for your employees and community partners • Company photo opportunity at event</td>
</tr>
<tr>
<td><strong>NEWBORN SPONSOR $2,500</strong></td>
<td>• Company logo on post-event e-communications • On-site company recognition at event • 5 volunteer spots for your employees and community partners • Company photo opportunity at event</td>
</tr>
</tbody>
</table>

**Thank you to last year's sponsors**

The Community Baby Shower is an outstanding opportunity for your company to support families in need and the youngest members of our community. Inspired to do more? Reach out to explore ongoing volunteer engagement opportunities throughout the year.

**Custom and Dual Sponsorship Opportunities**

To discover how your company can support more than one of United Way’s signature events—Community Baby Shower, Project Connect, and Thanksgiving Project—please contact:

**Dahlia Cox at DBCox@supportunitedway.org or 617.624.8032.**
In the spirit of a traditional baby shower, United Way's annual Community Baby Shower connects low-income new and expectant parents with parental and early childhood resources.

Donate to take part in this life-changing event.

WE CAN ONLY ACCEPT

New or Gently Used

• Baby Clothes (Ages 0-3 Years Old)
• Maternity Clothing

New

• Children's Books in Different Languages
• Educational Baby Toys
• Infant Thermometers
• Onesies
• Socks

For more information and ways to get involved in the Community Baby Shower please visit unitedwaymassbay.org/get-involved/events/community-baby-shower/

The Community Baby Shower is supported by United Way's Women United group, our corporate partners, and all of the dedicated volunteers who make this unique event possible.