

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?

OUR ASPIRATIONS

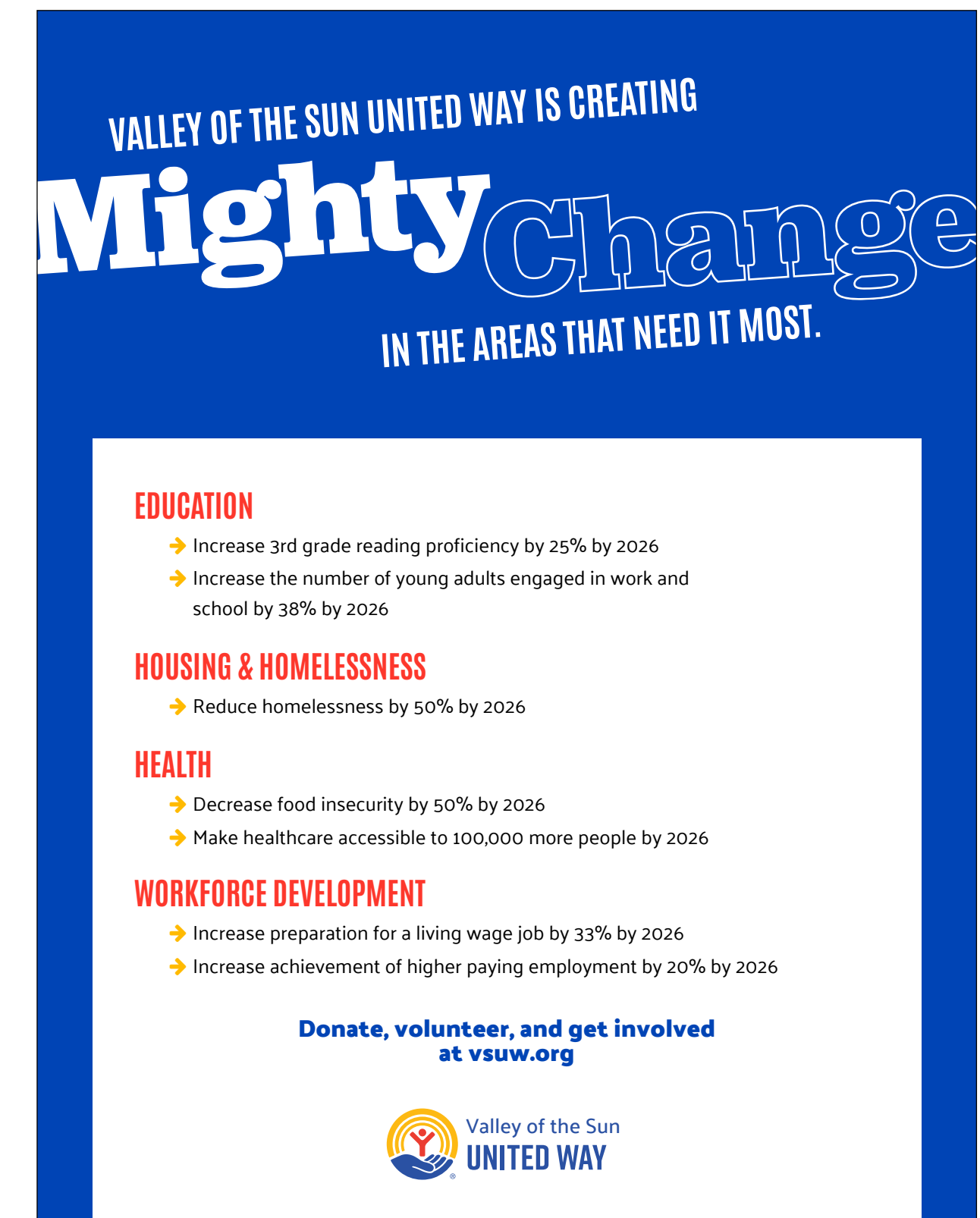
Valley of the Sun United Way envisions a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in work and in life. As we work with our community, corporate and nonprofit partners to implement MC2026, our five-year plan 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

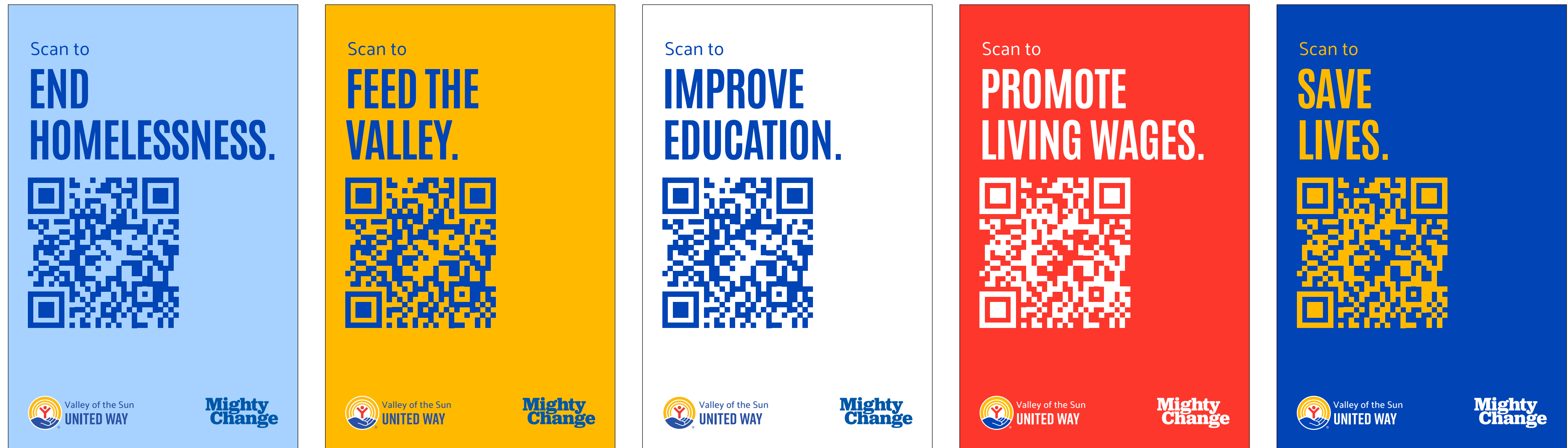
- Increase preparation for a living wage job by 33% by 2026
- Increase achievement of higher paying employment by 20% by 2026

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

 Valley of the Sun
UNITED WAY

COMMUNITY POSTER - 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.



To:

Cc:

Bcc:

Subject:

|

--

Your Name

Your Title

Company information

Phone number | Website | Address

Mighty Changemaker

Valley of the Sun UNITED WAY

PRIMARY LOGO

Our primary logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of “U” of the logo on all sides.

Minimum Size

For optimal legibility of the horizontal logo, use a width of at least 2” for print and 200px for digital wherever possible, ensuring that you do not go below the minimum widths of 1” for print and 100px digital.



COLOR

All Mighty Change logos should only be used in black, white or dark blue. A color bar can be placed behind the logo to improve legibility, depending on placement or when used over a photo or low-contrast background. These color bars can also be used to accentuate words in headlines and other copy.

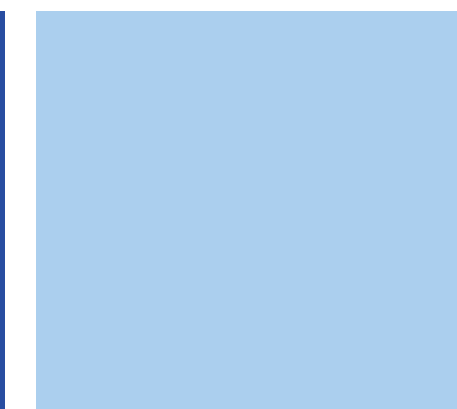
The Mighty Change visual assets adhere to **Valley of the Sun United Way brand colors**. The dark blue, red, and gold can be used for background colors, typography treatments (aside from official logo usage), and other elements such as the aforementioned color bars and accents. Additionally, for VSUW assets, we've opted to use the lightest shade of light blue as our fourth color in the palette.

NOTE: When possible, color blocking should align with each goal area:

Dark Blue = Education, Yellow = Health, Light Blue = Housing & Homelessness, and Red = Workforce Development



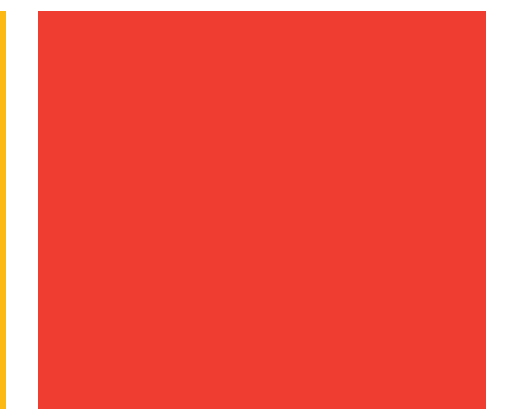
R:0 G:68 B:181
#0044B5
C:93 M:78 Y:0 K:0
Pantone 2728 C



R:167 G:210 B:255
#A7D2FF
C:31 M:9 Y:0 K:0
Pantone 2717 C



R:255 G:186 B:0
#FFBA00
C:0 M:30 Y:100 K:0
Pantone 7549 C



R:253 G:55 B:44
#FD372C
C:0 M:91 Y:88 K:0
Pantone Bright Red C



R:100 G:101 B:103
#646567
C:61 M:52 Y:50 K:20
Pantone 4195 C



R:34 G:30 B:31
#221E1F
C:70 M:68 Y:64 K:75
Pantone 419 C



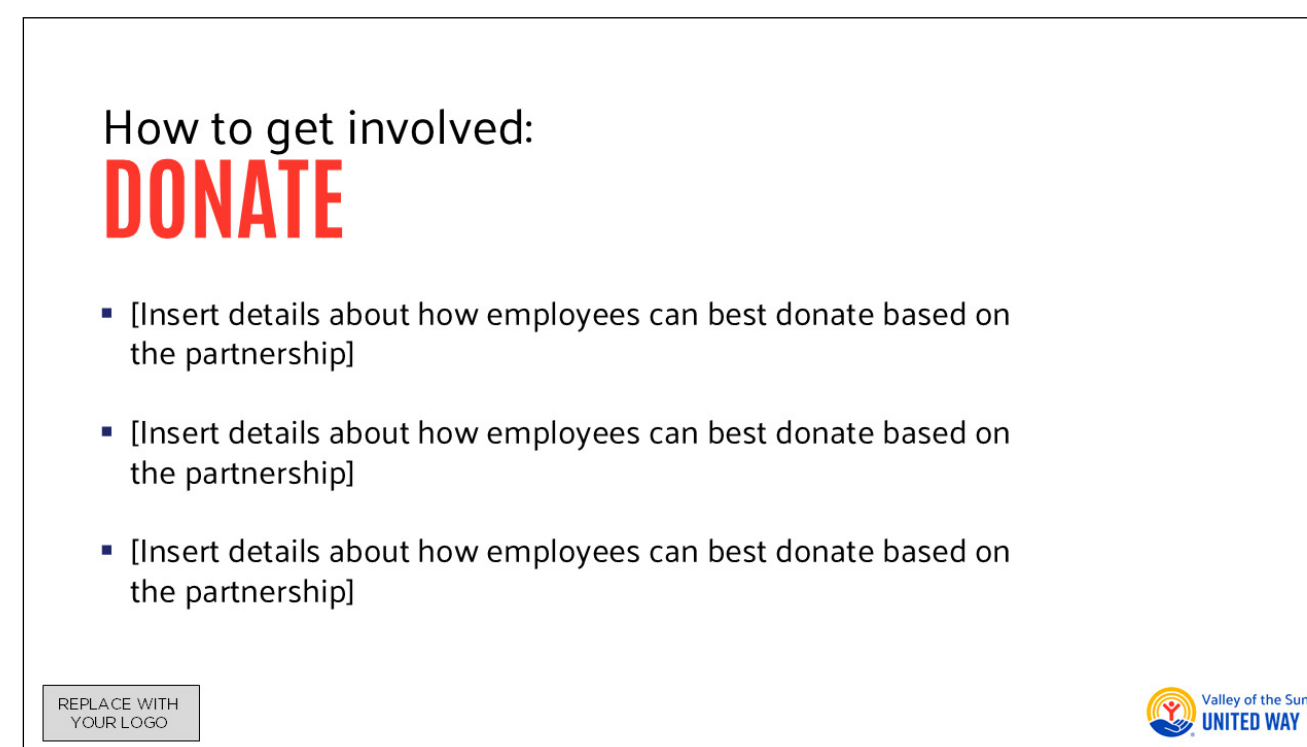
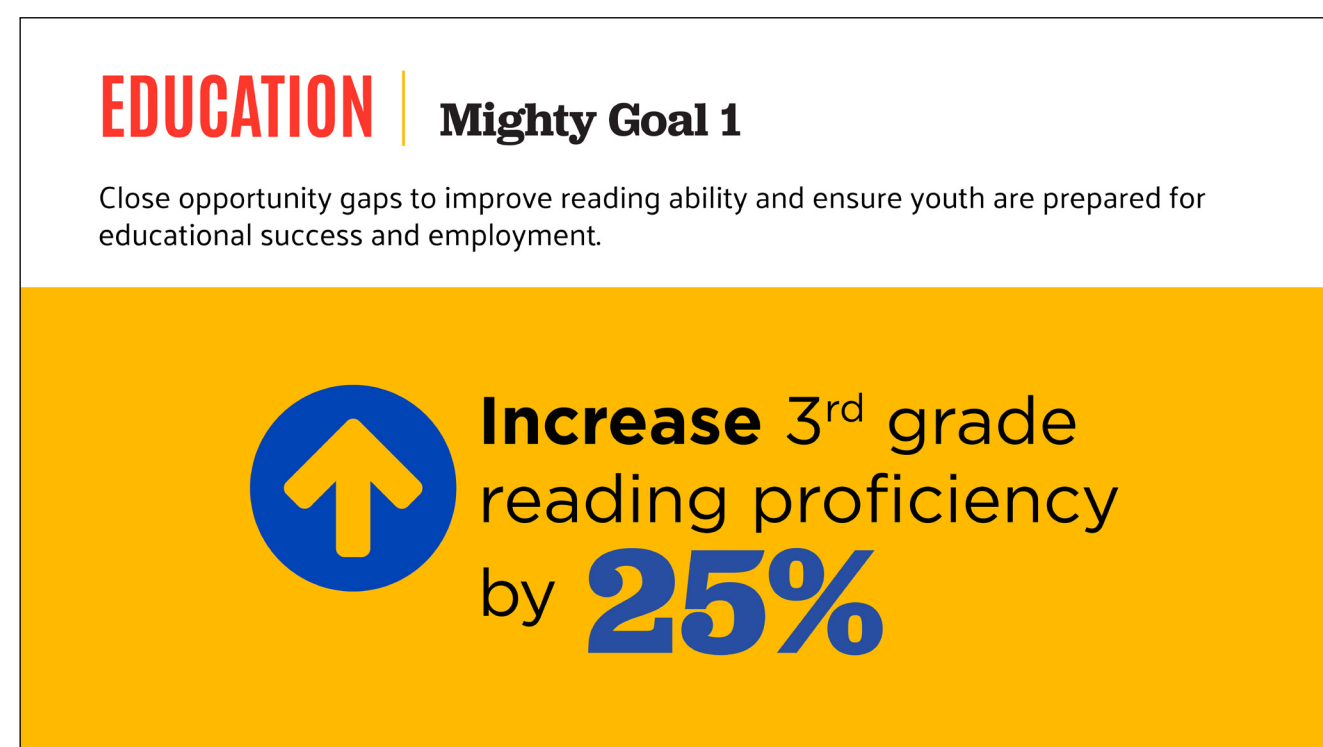
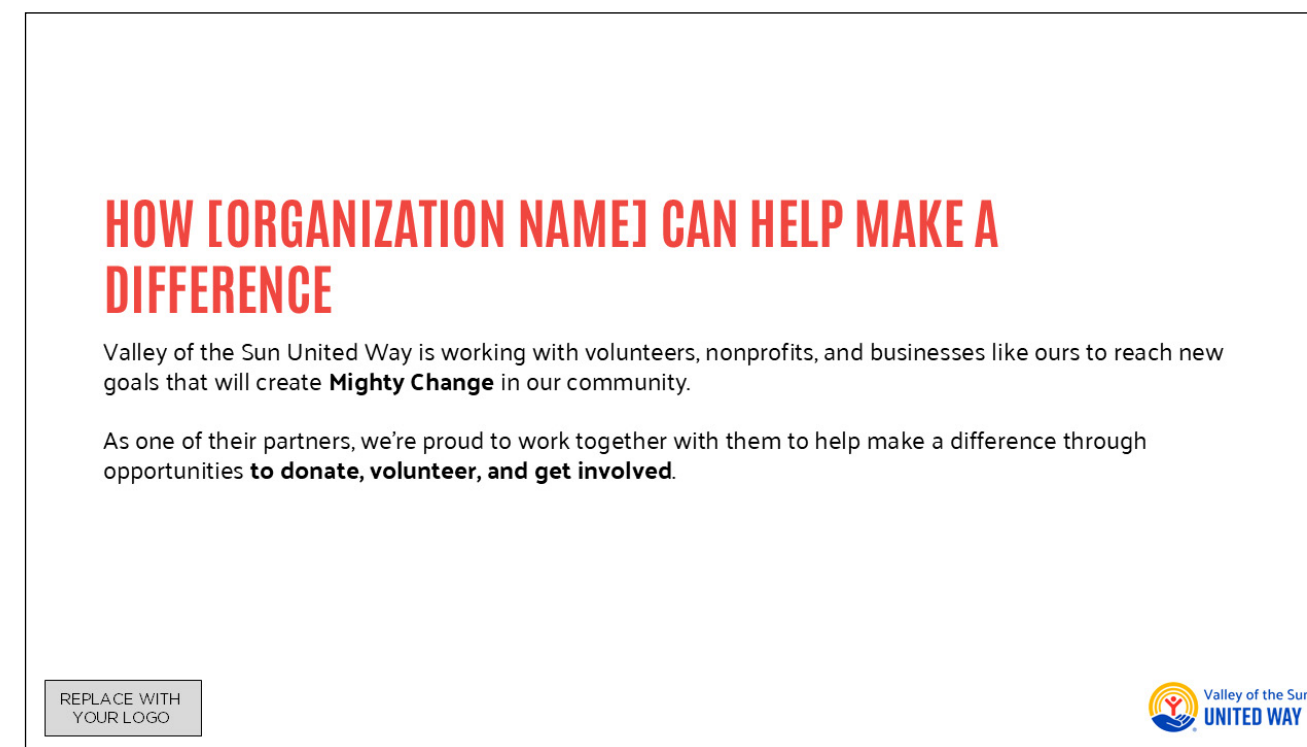
R:158 G:158 B:158
#9E9E9E
C:0 M:0 Y:0 K:38
Pantone 4276 C



R:204 G:204 B:204
#CCCCCC
C:0 M:0 Y:0 K:20
Pantone 2330 C

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.



STORYTELLING

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



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



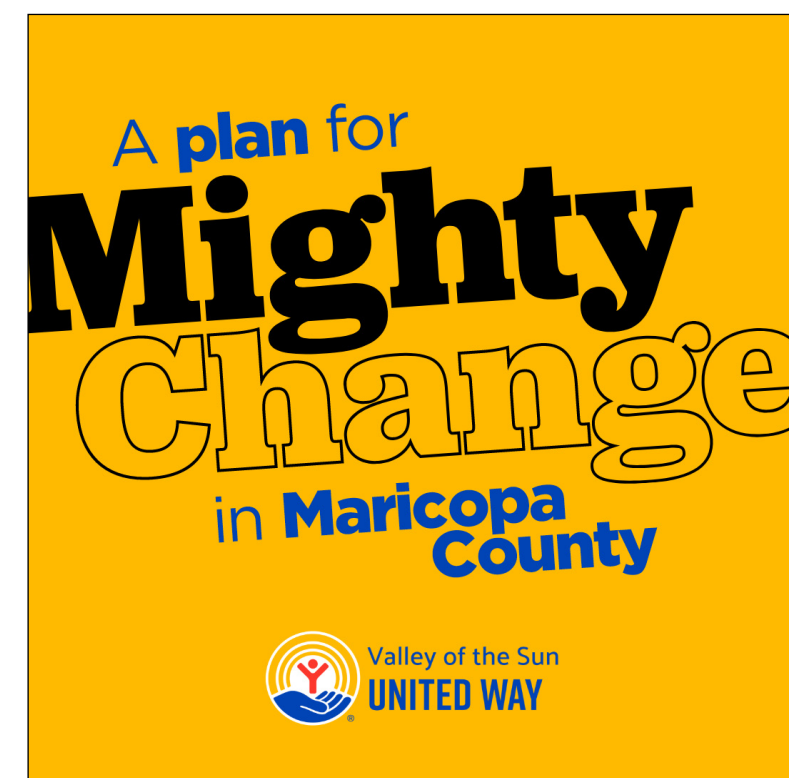
Manually add the @VSUW handle here so that we're tagged

Story – 1920x1080

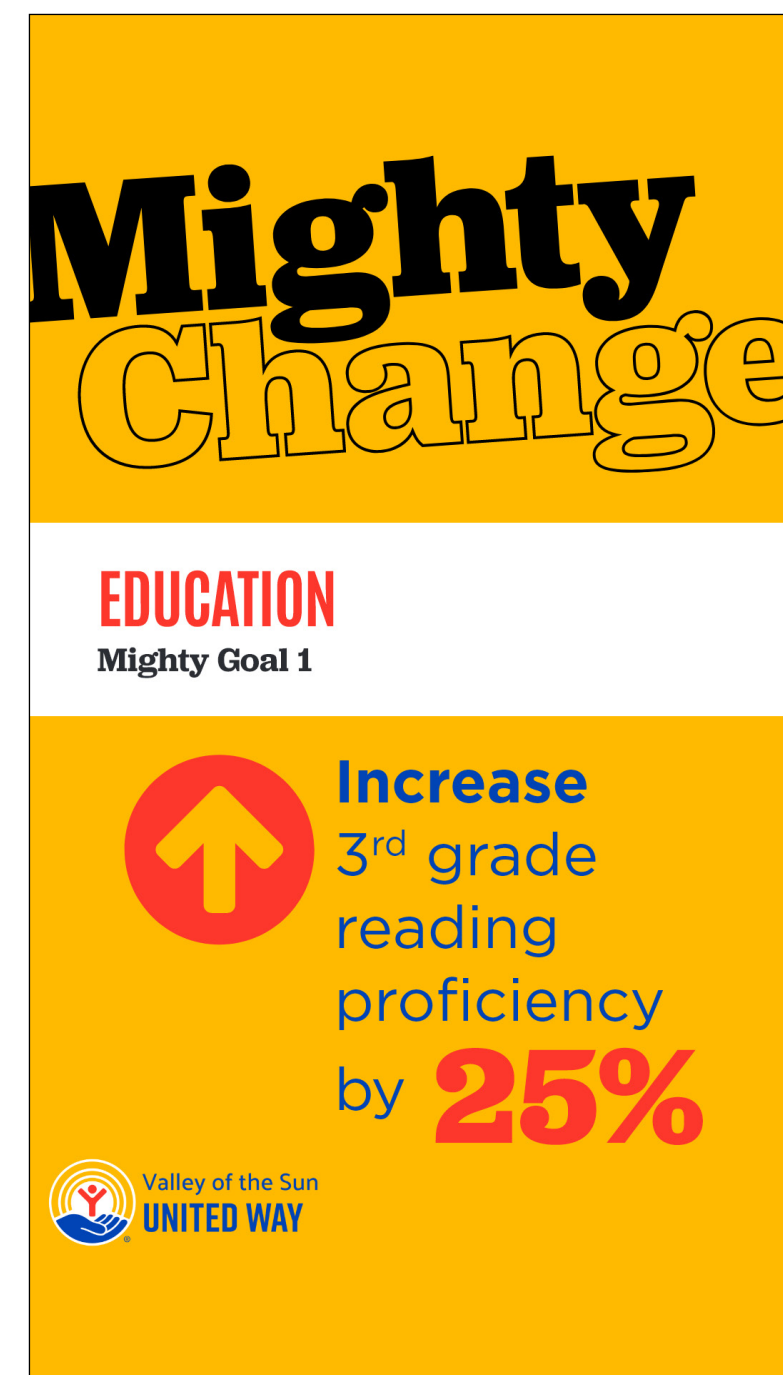
MIGHTY CHANGE SOCIAL MEDIA

EDUCATION GOALS

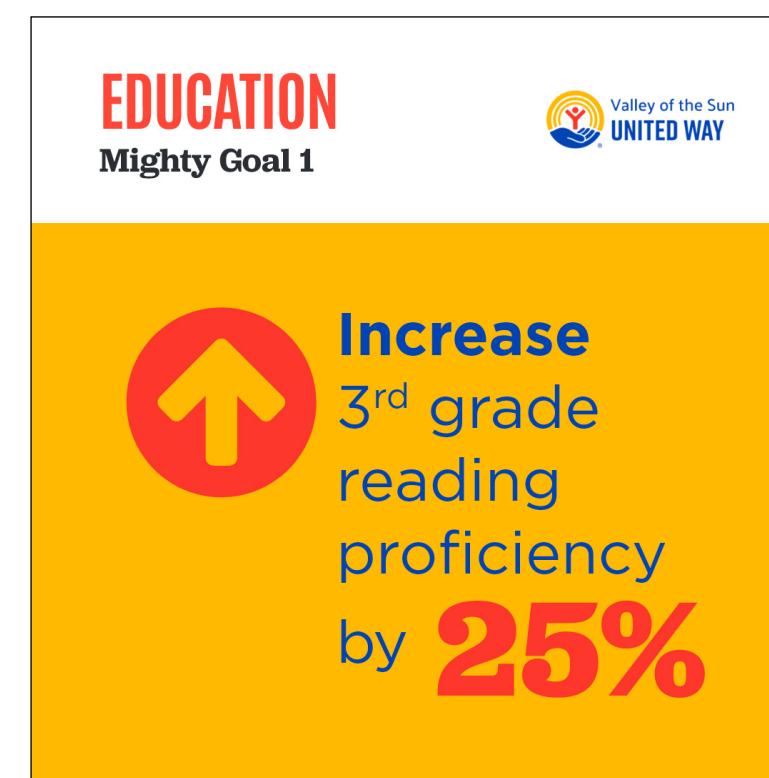
These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



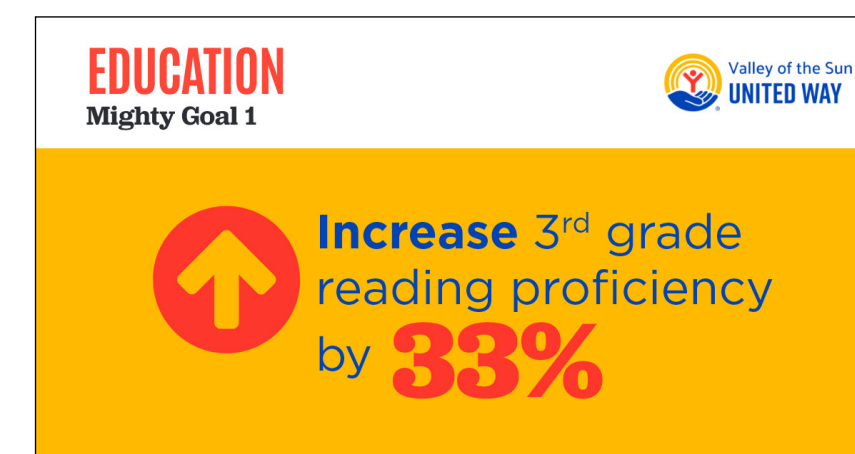
1080x1080-Generic



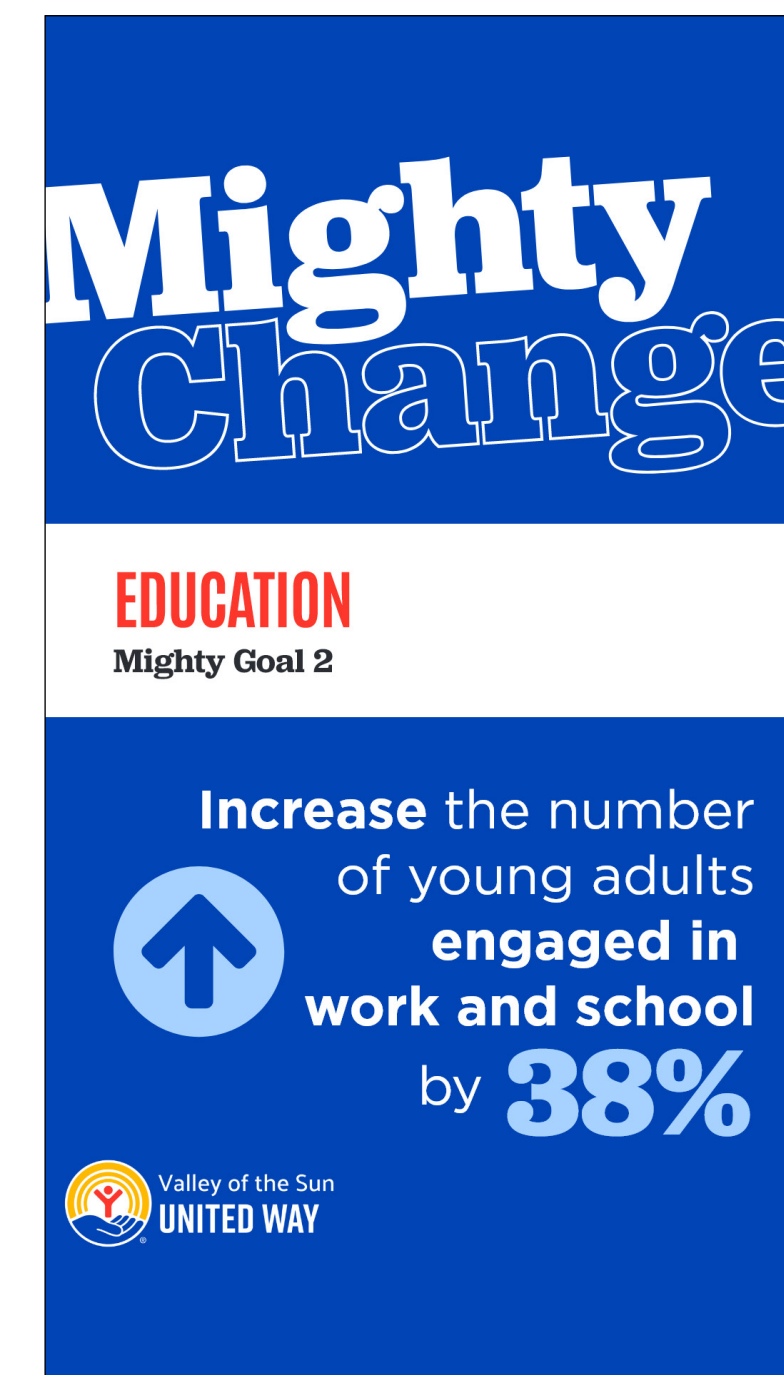
1920x1080



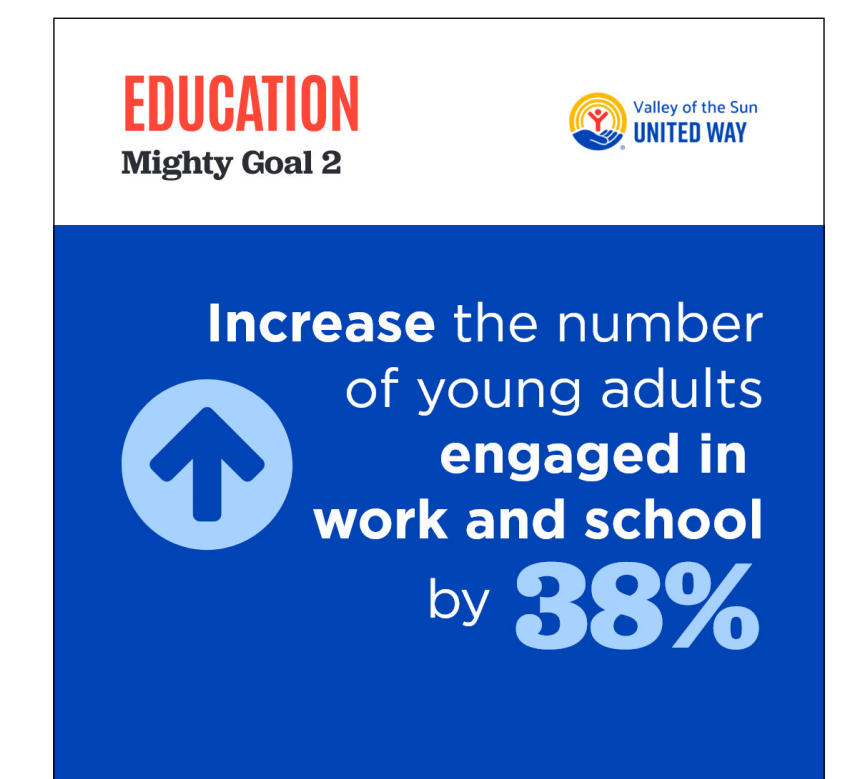
1080x1080



1200x628



1920x1080



1080x1080



1200x628

MIGHTY CHANGE SOCIAL MEDIA

HOUSING & HOMELESSNESS GOALS

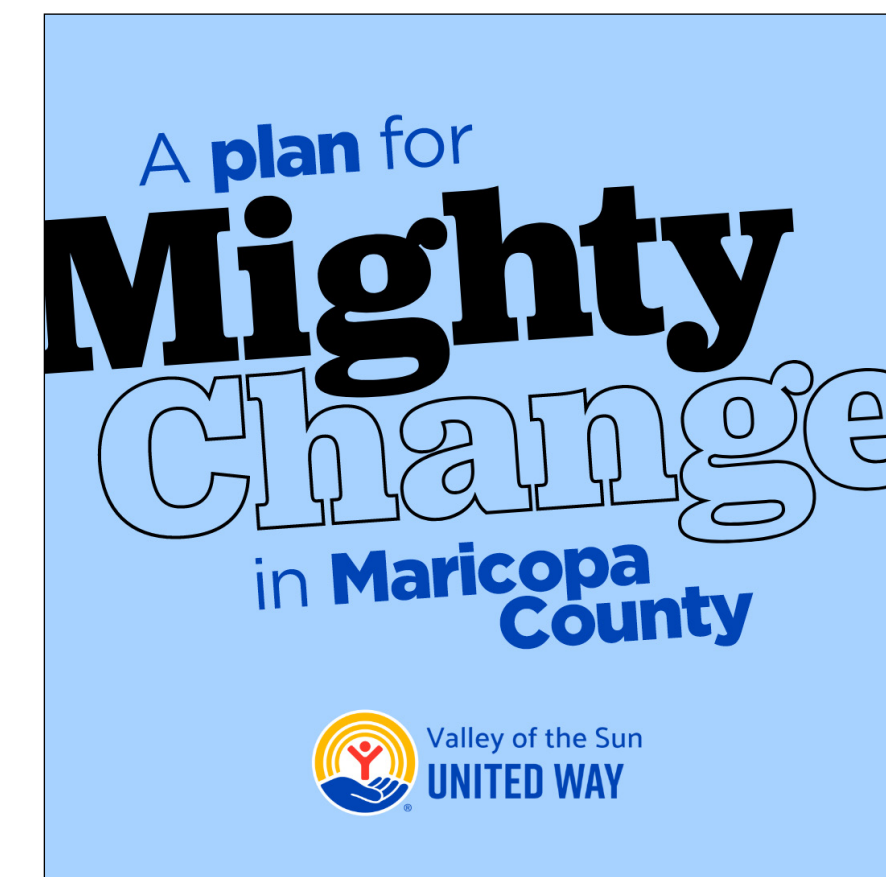
These images are all specific to Mighty Change and its goals. They're available for you to post on your social channels to share more about the partnership or your organization's support of the goals. You can also find caption suggestions to accompany these images on the following pages.



1920x1080



1080x1080



1080x1080-Generic

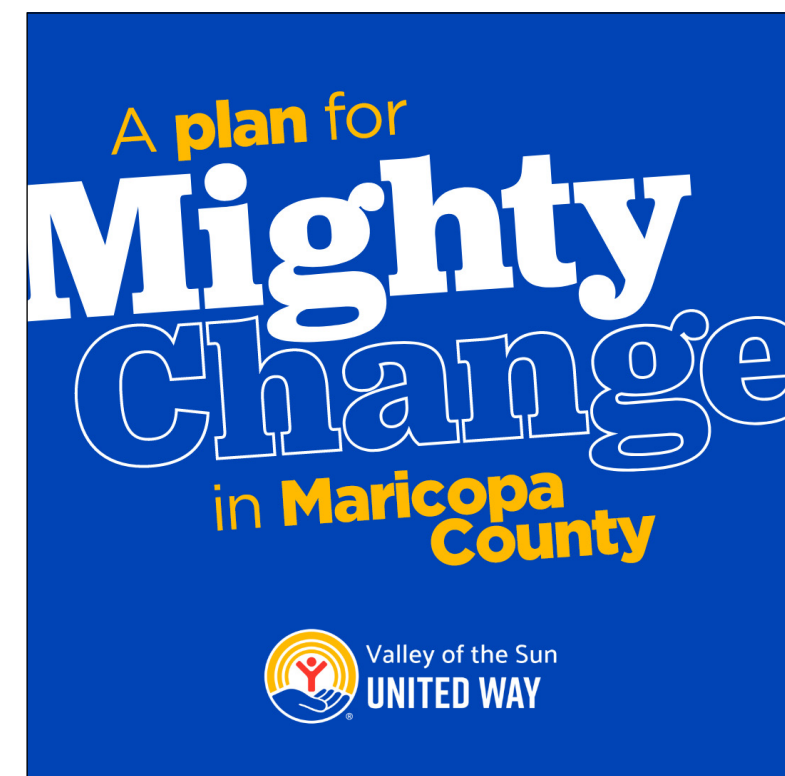


1200x628

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



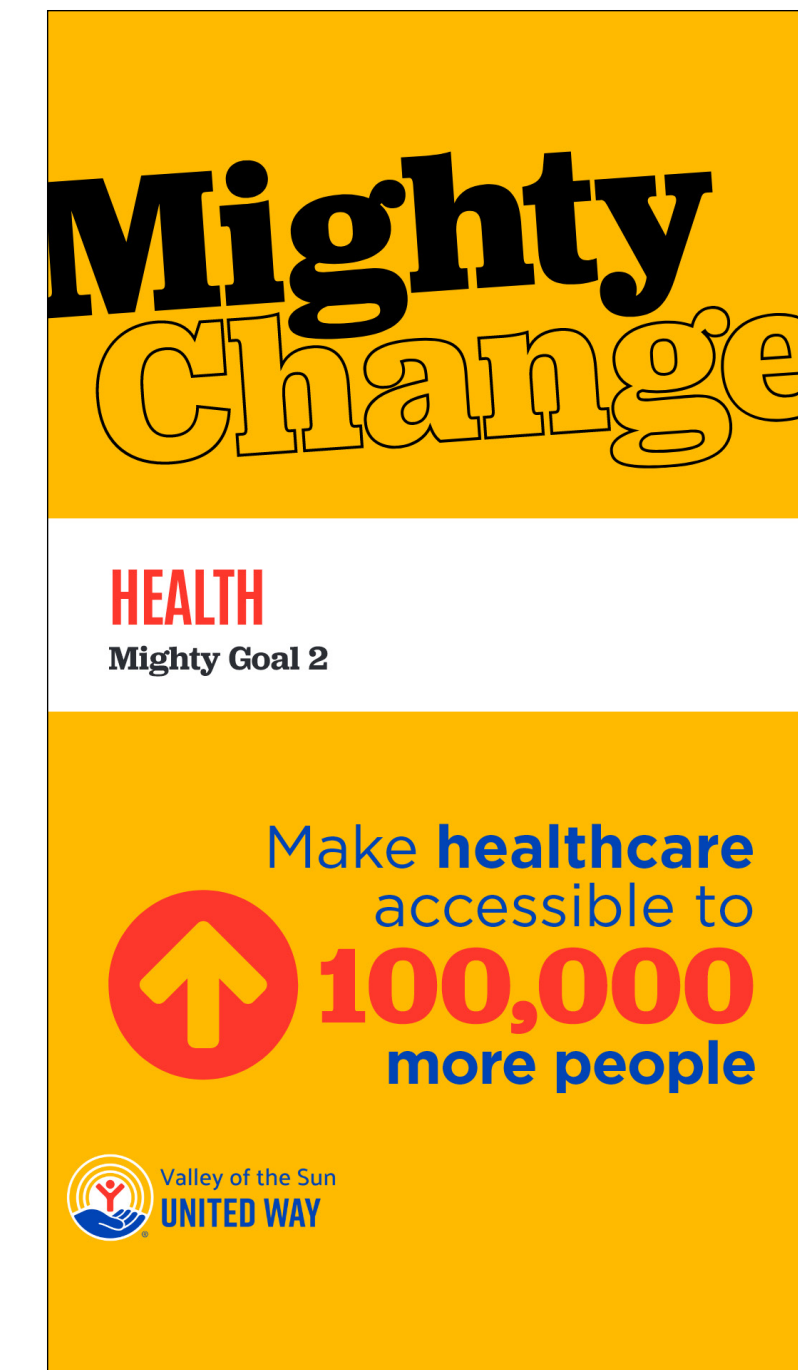
1920x1080



1080x1080



1200x628



1920x1080



1080x1080

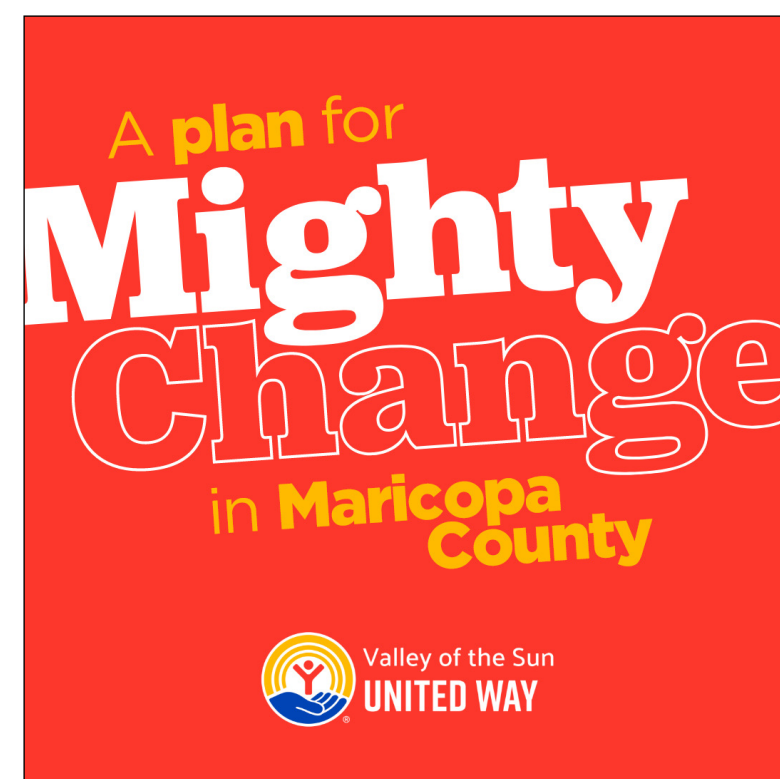


1200x628

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.

RYAN NARRAMORE | MEDIA AND PRESS
Vice President, Brand & Marketing
rnarramore@vsuw.org

BAILEY DE LA TORRE | COLLATERAL
Marketing Manager
bdelatorre@vsuw.org

SAMANTHA MCINTOSH | STORYTELLING
Content Manager
smcintosh@vsuw.org