



MLK 2019 CALL TO SERVICE

United Way
of Central Carolinas

"Everybody can be great, because anybody can serve." – Dr. Martin Luther King, Jr.



SATURDAY, JANUARY 19 | NOON-2:00

FOUR CONVENIENT LOCATIONS! FAMILY FRIENDLY!

Blythe Elementary School

12202 Hambright Road, Huntersville

East Mecklenburg High School

6800 Monroe Road, Charlotte

Piedmont Open IB Middle School

1241 E. 10th Street, Charlotte

Renaissance West STEAM Academy

3241 New Renaissance Way, Charlotte

Each year, MLK Call To Service honors the life and legacy of Dr. Martin Luther King, Jr., by organizing service projects for hundreds of volunteers around the holiday that bears his name. These projects not only deliver valuable assistance to nonprofit organizations, schools and other service providers, but also allow participants to kick off the New Year by reflecting on the meaning of Dr. King's life of service.

PROJECTS

Sit-down assembly/creation projects include:

- Creating math and vocabulary flash cards for schools
- Making encouragement cards for Love In Action Project
- Creating no-sew baby blankets for Baby Bundles
- Making bookmarks, bookworm buddies and bookworm letters for Promising Pages

SPONSORSHIP LEVELS

	MOUNTAINTOP \$5,000	DREAM \$2,500	LEADERSHIP \$1,000	MARCH \$500
Choice of exclusive service project for up to 50 team members	●			
Prominent signage as Mountaintop Sponsor at event sites	●			
Prominent media recognition as available	●			
Company logo and hyperlink on the United Way website for one year	●			
Logo included on United Way's monthly email blast to volunteers	●			
Recognition in 2019 Charlotte Business Journal volunteerism special section	●			
Recognition across United Way social media channels	●	●	●	●
Logo on United Way website and all marketing materials	●	●	●	●
Guest blogger opportunity	●			
Choice of exclusive service project for up to 25 team members		●		
Choice of exclusive service project for up to 10 team members			●	
Sponsorship signage at event sites (where possible)		●	●	●

For more information: Contact Bob Young at 704.371.6276 | uwcentralcarolinas.org