Join the United Way of Southwest Alabama to be a part of changing lives and saving lives in Southwest Alabama by becoming a 2020 United Way Day Vendor.

United Way Day is soon to be Southwest Alabama's largest one-day shopping and community fundraiser led by the retail and service industries. Vendors can promote their businesses while raising awareness and funds for the United Way and its 47 partner agencies.

For more information or to be a vendor, contact the United Way at 251.433.3624 or lschraeder@uwswa.org.

218 St. Francis Street • Mobile, AL 36602 • www.uwswa.org • 251.433.3624
United Way Day is a one-day fundraiser and awareness campaign for the United Way of Southwest Alabama. The donations are based on a predetermined offer designed by the vendor in agreement with the United Way.

United Way Day will be held on Saturday, August 1, 2020, at retailers and service providers throughout Choctaw, Clarke, Mobile, and Washington Counties.

Donations to United Way Day will be used to fund 12 United Way internal programs and provide grants to 47 partner agencies that comprise the Community Safety-net.

On United Way Day 2019, Shoe Station raised $9,526 through its donation of $1 per pair of shoes sold and additional donations made by customers.

UWSWA:
- Feature Vendor logos on promotional materials.
- Highlight vendors individually on social media.
- Highlight vendors on the UWSWA website and in the UWSWA newsletter.
- Acknowledge vendors in broadcast & print advertising.
- Provide vendors with promotional materials for use in their advertising and/or in-store promotions.
- Invite vendors to participate in the 2021 Community Care Card with premium card listing. The card will be given to approximately 4,000 individuals who donate $120 or more the UWSWA in 2020.
- Provide UWSWA or agency representative on United Way Day to thank customers and answer questions about how to get involved with United Way and its partners.

VENDORS:
- Help promote United Way Day through vendor’s network and social media.
- Display United Way Day promotional materials in store.
- Provide a space, table, and two chairs for a UWSWA or agency representative on United Way Day so they may thank customers and provide information to them about how they can get involved with United Way.
- Commit to making a donation to the UWSWA based on some sales component of their business. Examples: Donate 10% of sales, donate $1 from each transaction or item purchased, or offer customers the option to round up their total for the United Way. Each vendor can customize their offer to best fit their business and their customers.