



UNITED 4 CHILD CARE

A collaborative solution to the child care crisis.

THE CHALLENGE

Lack of affordable child care continues to be one of Southern Maine's greatest workforce challenges. A recent United Way survey revealed that it is the **primary obstacle to employment for 84% of households** where at least one adult is not working.

High-quality, accessible child care allows parents to pursue careers and education and provides children with crucial cognitive and social development. In short, child care is the foundation for a thriving economy and community.

THE SOLUTION

United 4 Child Care is a nonprofit incubated at United Way of Southern Maine with a mission to expand access to affordable child care for Southern Maine's workforce, particularly ALICE (Asset Limited, Income Constrained, Employed) households.

THE FIVE-YEAR VISION

- Multiple sites with initial locations in South Portland and Freeport opening in July 2026.
- Goal of adding 400 new child care slots in Southern Maine.
- 50% of slots reserved for families enrolled in the child care affordability program, most of whom are ALICE households.
- Select locations with 24-hour availability for working caregivers with non-traditional hours.

THE OPPORTUNITY

Sponsors have the opportunity to address a significant workforce challenge and position themselves as a community leader investing in families, youth, and our community's future. Sponsors may also have the opportunity to reserve child care slots for their employees.



LEVELS

BENEFITS

BUILDING SPONSOR \$50,000

- Naming rights to a U4CC building + dedicated press release.
- Opportunity for check presentation.
- Recognition on U4CC website and digital communications.
- Recognition for five years.

PLAY AREA SPONSOR \$25,000

- Naming rights to an indoor or outdoor play area.
- Opportunity for check presentation.
- Recognition on U4CC website and digital communications.
- Recognition for three years.

CLASSROOM SPONSOR \$10,000

- Classroom naming recognition.
- Opportunity for check presentation.
- Recognition on U4CC website and digital communications.
- Recognition for three years.

SPONSORSHIP TERMS

Sponsorship amounts listed are one-time contributions. Recognition, including any associated naming, is provided for a three- or five-year period. At the conclusion of the recognition term, sponsors may be invited to renew, but renewal is not automatic.

WANT TO
LEARN
MORE?

We would love to customize a sponsorship that works for you. Please contact Cam Peden at cpeden@uwsme.org.



UNITED WAY
Southern Maine

