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Every person in our community, whether they have a need or something to give, can get connected through United Way.

The Kindness Card

When You Give Kindness, You Get Kindness

Promote Kindness. Market Your Business.

Become a **Kindness Card** partner and connect with more than 13,000 generous donors and 200+ businesses who support United Way of the Virginia Peninsula.

The **Kindness Card** is our way of thanking donors who contribute \$150 or more through workplace giving. As a participating vendor, your business will be featured at United Way speaking events, on our website, and throughout our campaign promotions—at no cost to you.

We simply ask that you provide a **reusable discount** or offer to cardholders as a way to reward their kindness.

Benefits to your business:

- ✓ Free promotion to thousands of community members
- ✓ Association with a trusted, high-impact nonprofit
- ✓ Increased local visibility and goodwill

Join us:

1. View current offers at www.uwvp.org/kindnesscard
2. Complete and return the contract to info@uwvp.org
3. Your offer will be live within 10 business days

The agreement remains in effect until either party provides written notice. Please allow up to 30 business days for any changes to be processed.

Business Name:

Participating Location(s):

(ex. Newport News, Williamsburg)

Discount/Offer:

(ex. 10% off any item, excludes holiday sales, Buy one, Get one Free)

Contact Name: _____

Business Address: _____

Business City/St./Zip: _____

Email: _____ **Phone Number:** _____

Signature

Date