



THE LONG RIDE TOWARD STABILITY

RIDE FOR A.L.I.C.E.

Ride anything.
Change everything.

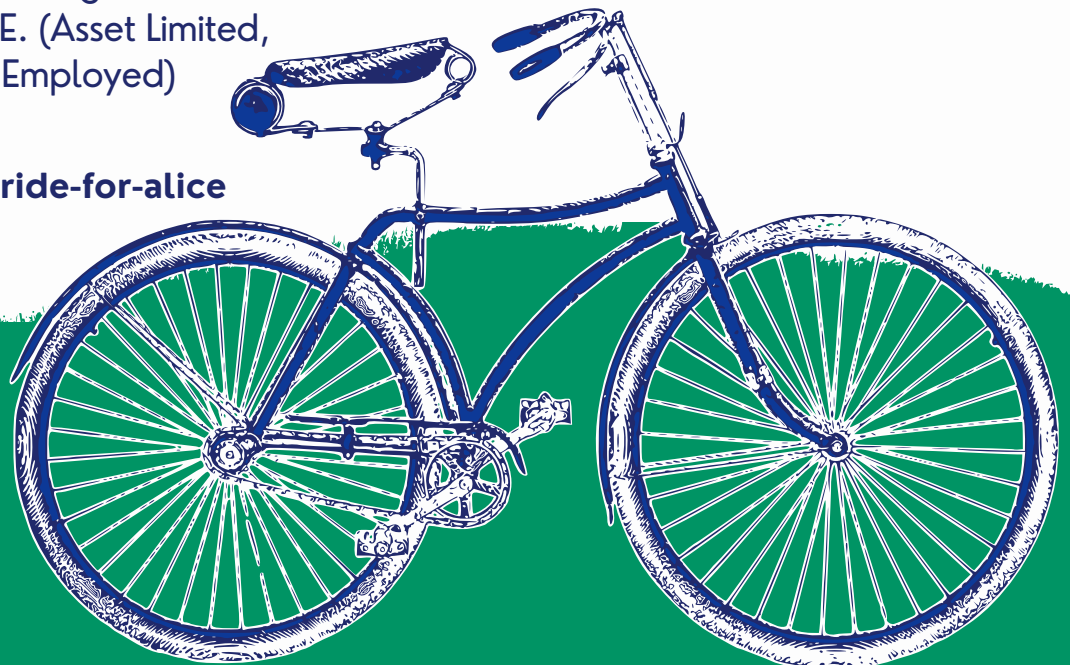
Every day, A.L.I.C.E. families navigate rising costs, unexpected expenses, and difficult financial choices while contributing to our community.

This August, we're asking North Idaho to ride alongside them.

August 1-31, 2026 | Choose your ride!

A month-long community challenge encouraging North Idaho residents to ride what they love while raising awareness and funds for A.L.I.C.E. (Asset Limited, Income Constrained, Employed) households.

uwnorthidaho.org/ride-for-alice



SPONSOR RIDE FOR A.L.I.C.E.

Presenting Sponsor – \$10,000

Exclusive

- Naming rights to entire campaign
- Logo featured on all digital marketing materials
- Featured in launch announcement and closing celebration
- Dedicated sponsor spotlight story
- Largest logo placement on digital platforms and in marketing
- 10 social media features throughout the month
- Opportunity for employee challenge/team competition
- Mention in all media outreach
- Short welcome message in participant emails
- Seating, special recognition, and microphone time at **Longest Table** community event

Ride for A.L.I.C.E. presented by [your company]

A.L.I.C.E. Awareness Sponsor – \$5,000

Supports educational storytelling throughout the campaign.

- Logo included on all A.L.I.C.E. educational content
- Featured sponsor of awareness campaign
- Opportunity to share why your company supports working families
- Seating and special recognition at **Longest Table** community event

Workplace Challenge Sponsor – \$3,500

Supports employer participation.

- Branding on employer challenge leaderboard and in employer recruitment materials
- Recognition when workplace rankings are shared
- Seating and special recognition at **Longest Table** community event

Weekly Challenge Sponsor – \$2,000 each

- Exclusive branding on that week's activities
- Social media recognition
- Seating and special recognition at Longest Table community event
- Mention in participant communications
 - **Week 1:** Ride to Work Week
 - **Week 2:** Family Fun Week
 - **Week 3:** Outdoor Adventure Week
 - **Week 4:** Finish Strong Week



UNITED WAY
North Idaho



uwnorthidaho.org/ride-for-alice

\$50,000 FOR A.L.I.C.E.

Every donation helps children thrive, supports families, and strengthens our communities:

- 30 families receive three months of childcare scholarships, helping ease financial burdens while caregivers work, attend school, or pursue career advancement opportunities.
- 350 children in Boundary County—one of North Idaho's most rural communities—receive a free, high-quality, age-appropriate book each month for one year through our partnership with the Dolly Parton Imagination Library. These books help build early literacy, strengthen language development, support emotional growth, and prepare children for lifelong success.
- 12 local childcare providers and educators participate in a year-long professional development cohort to build skills in leadership, financial management, and business development—strengthening their programs and the families they serve.
- 5 Parent Cafés fully funded, providing free, welcoming, judgment-free spaces where parents and caregivers can connect, share experiences, and strengthen family resilience. Each gathering includes complimentary dinner and childcare.
- 10 Ready! for Kindergarten workshops fully funded, equipping parents and caregivers with practical tools and strategies to become their child's first and most important teacher. Designed for families with children from birth to age five, the program includes interactive learning, take-home resources, free dinner, and complimentary childcare.
- Installation of a Born Learning STEAM Trail in a local city park, transforming everyday walks into engaging educational experiences. Weather-resistant interactive signs encourage children up to age eight to explore science, technology, engineering, art, and math through outdoor play and discovery.
- Annual North Idaho Early Learning Resource Fair fully funded, connecting families with quality childcare providers, summer programs, vital community resources, and essential supplies.



UNITED WAY
North Idaho

“Childcare costs were consuming nearly everything I earned. A scholarship gave me breathing room and allowed me to stay employed while providing a stable future for my children.”

— Single Mother, Kootenai County