



UNITED WAY
San Antonio and
Bexar County

PROJECT WARMTH



United Way's Project Warmth is a winter donation drive that provides new coats and accessories to families enrolled in United Way grant-funded programs.

These programs serve families with children ages 0-18 years old. Our goal is to provide coats to 800 families, providing them with warm clothing to enjoy the winter season comfortably.

Frequency: Annually

Time Period: October 12 - December 5, 2026

Sponsorship Levels: \$1,500 - \$10,000

Ways to Get Involved:

- Individual or group donation
- Host a company/organization coat drive
- Become a sponsor

Project Warmth Benefits Individuals in United Way Programs

- Dual Generation
- Healthy Outcomes through Prevention and Early Support (HOPES)
- Texas Home Visiting
- Service Members, Veterans and Families (SMVF)
- United Way Family Resource Centers

For more information, contact
Elise Wyatt at ewyatt@unitedwaysatx.org.

uwsatx.org/project-warmth

2025 IMPACT



1,400+
NEW COATS

were donated and
distributed to families



650
FAMILIES

in United Way programs
received new winter coats



\$30,000
IN WINTERWEAR

benefitted local families

Sponsorship

PROJECT WARMTH



United Way's Project Warmth is a winter donation drive that helps provide brand new coats and accessories to families enrolled in United Way grant-funded programs.

	\$10,000	\$7,000	\$5,000	\$3,000	\$1,500
Title Sponsor (Project Warmth presented by Company)	✓				
Sponsor Logo on UWSA Homepage	✓				
Sponsor Logo on Promo Materials	✓	✓	✓	✓	
Sponsor Logo on Project Web Page	✓	✓	✓	✓	✓
Social Media Post (1): Sponsor Thank You/Highlight	✓	✓			
Social Media: Paid Advertisement Tagged in Promotional Ads	✓				
Social Media Posts (2-3): Select General Promotion	✓	✓	✓		
Social Media Posts (2): Kick-Off and Wrap-Up Posts	✓	✓	✓	✓	✓

Deadline for sponsor to be listed on marketing materials: Friday, October 16, 2026.

Employee Engagement

Set up a collect site or volunteer at one of our volunteer days:

October 12 - November 13	Coat Collection
December 3 - 4	Coat Sorting
December 5	Coat Distribution

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