

The purposes of the 2-1-1 Volusia Flagler Community Resource Database is to catalog community services, maintain accurate community information, provide information to the public at large, and link people with needed services. To ensure the databases sustainability, agencies in the community have the opportunity to utilize sponsorship spaces within the database website to promote their services.

The following guidelines will be used in determining whether an agency or organization is eligible to utilize the sponsorship space in the 2-1-1 Volusia Flagler Community Resource Database. This Sponsorship Policy will be reviewed by the 2-1-1 Volusia Flagler Advisory Board at a minimum of once every two years.

Criteria for Inclusion

All organizations must meet the following minimum criteria in order to be considered for sponsorship space in the 2-1-1 Volusia Flagler Community Resource Database:

- Agency must provide services to Volusia and/or Flagler county(ies) residents.
- Agency must provide some service to the community at no cost, low cost, sliding scale, or by some other cost sharing program.
- Agency must provide information for sponsorship placement and deliver sponsorship funding at the time of agreement.

Criteria for Exclusion or Removal

The following types of organizations **will not** be considered for sponsorship space in the 2-1-1 Volusia Flagler Community Resource Database:

- A. Those that 2-1-1 Volusia Flagler knows, or has reasonable basis to believe, may have a philosophy that could be hurtful to the well-being of individuals, groups or the community as a whole. Evidence of such philosophies may include, but is not limited to:
 - 1) Exclusion of certain populations or individuals by denial of service, fraud, misrepresentation, discrimination, etc. on the basis of membership in any class(es) protected under local, state, or federal anti-discrimination law such as race, color, religion, national origin, age, sex, familial status, sexual orientation, gender identity, disability status, veteran status, etc.
 - 2) Record of serious complaints regarding the above. Such complaints may be lodged with any regulatory body, with other organizations in the resource database or with 2-1-1 Volusia Flagler itself.
- B. Those known to engage in or promote fraudulent activities or activities that violate local, state or federal laws or regulations.
- C. Those that do not have an established address and phone number.

Quality Control

Each organization may be reviewed against this policy at any time by 2-1-1 Volusia Flagler's Community Resource Coordinator. 2-1-1 Volusia Flagler management reserves the right to make exception to the policy especially in cases of specialized services during community disaster or when deemed in the best interests of the communities we serve.

Disclaimer

2-1-1 Volusia Flagler may exclude or remove organization's sponsorship from the Community Resource Database at any time and for any reason. Organization's sponsorship that is removed will be contacted and informed of the reason behind their removal and refunded if applicable. Agencies wishing to appeal their exclusion may put their request and reasons for appeal in writing and submit to the organization at the physical or email address listed below.

2-1-1 Volusia Flagler reserves the right to edit information to meet guidelines, format and space requirements.

Contact Information

Community Resource Coordinator
United Way of Volusia Flagler Counties Inc.
3747 W. Int'l Speedway Blvd
Daytona Beach, FL 32124

(386)366-9045
croebing@unitedwayvfc.org
www.211live.org

Sponsorship Levels

Sponsorship Categories			
	Gold \$5,000 annually	Silver \$1,000 annually	Bronze \$600 annually
Homepage- Sponsor Space	✓		
Category Page- Sponsor Space	✓	✓	
Sponsor Event Interchange (Once a quarter an organization sponsor space can be changed out for promotion of an organization event.)	✓	✓	
Key Word Rotating -Sponsor Space	✓	✓	✓
Sponsorship Page -Listing (Listed Alphabetically beneath category. Gold Sponsor's listing includes logo.)	✓	✓	✓

This screenshot shows the top navigation bar with the 2-1-1 logo and United Way branding. Below the navigation is a search bar for services. The 'Our Sponsors' section features logos for Florida Hospital, Halifax Health, and Bert Fish Medical Center. A grid of service icons is visible below the search bar.

← Sponsorship space on home page.

This screenshot shows a category page for 'Food Resources'. The main content area lists various food-related services like 'Food Resources', 'Home Delivered Meals', and 'Meal Sites'. A sidebar on the right contains sponsored ads with text boxes explaining their display logic based on search criteria.

← Category Page Sponsorship space.

This screenshot shows the 'Community Resource Locator' page. It features a search bar and a list of search results for 'Meals on Wheels' and 'Private Pay Services'. A 'Refine your results' sidebar is visible on the right, and a sponsored ad is displayed at the top right of the content area.

← Key Word Rotating Ad Sponsorship Space.

This screenshot shows a 'Sponsors' page. It features a list of sponsors categorized into Gold, Silver, and Bronze levels. Logos for Florida Health, Halifax Health, and Volusia County are prominently displayed. Text at the top explains the sponsorship policy and provides contact information for the Community Resource Coordinator.

← Sponsorship Page Listing.