

**Arrowhead United Way**  
 646 North D Street  
 Post Office Box 796  
 San Bernardino, California 92402-0796  
 tel 909.884.9441  
 fax 909.885.4096  
 www.ArrowheadUnitedWay.org



Dear Sponsor,

Arrowhead United Way (AUW) will host its **Second Annual Hunger Relief Benefit Concert**, presenting the *Magical Music of Motown* music and art appreciation for all on Saturday, October 17, 2026, at 7:00 p.m. at the historic **San Bernardino Valley College Auditorium**. The event's theme is **"United in Purpose" to "Feed the Need"** towards our efforts for students, families and college pantries food and financial supports throughout our agency's service area which includes areas such as San Bernardino, Grand Terrace, Highland, Patton, Colton, Rialto, Bloomington, Loma Linda, Devore Heights, Big Bear City, Big Bear Lake, Lake Arrowhead, Blue Jay, Rim Forest, Crest Park, Running Springs, Crestline, and Devore Heights.

Arrowhead United Way has served the community for over 130 years, fighting for the health, education, and financial wellness of individuals and families faced with life and seasonal challenges. AUW has continued to assist during critical times. In response to the **December 2, 2012 terrorist attack**, Arrowhead United Way established the San Bernardino United Relief Fund and then partnered with the San Bernardino County Board of Supervisors. Over \$2.5 million was raised, and 100% was distributed to those affected as determined by the Relief Fund Committee.

Likewise, when tragedy struck again, Arrowhead United Way, based here in San Bernardino, provided \$594,828 to over six hundred individuals and \$300,000 to thirty agencies and again in **September 2024 when the unfortunate "Line and Bridge" fires** displaced many families in San Bernardino County and AUW was able to provide over \$150,000 to assist families and their children. **In 2025, our B.R.A.V.E veteran initiative launched the 1<sup>st</sup> National Veterans Chamber of Commerce in San Bernardino County.**

However, hunger continues to rise for the communities we serve in San Bernardino County. In 2019, 18.4% of children in San Bernardino County under age 18 were living in poverty, 11.4% of adults living in poverty, and seniors aged 65 is 11.5%. In 2021, 15.0% of San Bernardino residents had an income below the poverty level, which was 17.8% greater than the poverty level of 12.3% across the entire state of California.

As our wonderful staff continues to support the community, we are asking that you join us in our efforts to be **"United in Purpose"** as we feed the need in our communities.

**Your sponsorship will help provide funding to support critical community needs and veterans.**

Please join us in our efforts to be **"United in Purpose"** for our community members in need and celebrate those who have helped make a difference within it, including you! Your sponsorship will be recognized according to your donation level and will be highlighted in our newsletter and website.

The following levels of sponsorship are available:

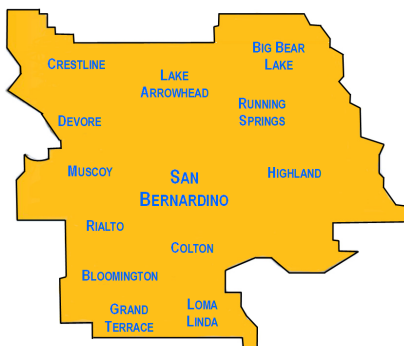
- Platinum Record Sponsor..... \$20,000**
- Gold Record Sponsor ..... \$15,000**
- Silver Record Sponsor.....\$10,000**
- Bronze Record Sponsor..... \$5,000**

Please consider your sponsorship level today, and feel free to contact us at 909-884-9441 or email at [Gwenr@ahuw.org](mailto:Gwenr@ahuw.org) if you have questions or require additional information.

**Deadline for sponsorship is Friday,**

**September 30, 2026**

Sincerely,  
**Dr. Gwen Dowdy-Rodgers**  
 President & CEO



**Arrowhead United Way Service Area**

