Let's support our community this holiday season - together.

The families the Yolo County Children’s Alliance serves have been severely impacted by the pandemic, and are already a part of our region’s disadvantaged communities. Last year, we thought the pandemic would have come to an end, but still, more families and children are faced with financial struggles, food insecurity, and the inability to get back to any semblance of ‘normal’. We support our clients throughout the year, but during the holidays, we make a community-wide effort to provide a little extra support to those who need it most.

I am writing to you, our dedicated community, on behalf of our staff members, volunteers, and clients, to help us support our community this holiday season. At a time when many of us are focused on giving thanks for the bounty in our lives, some of our community is working hard to make ends meet.

On behalf of our agency, we are asking for your Holiday Support this year. These donations will go directly into the hands of our community, at one of our annual holiday events: Community Giveaway Day, or our Holiday Toy Distribution.

In one day, we distribute over 900 bags of Thanksgiving groceries, winter clothing, warm blankets, and other essential items like hygiene kits, toothbrushes, socks, and more to families in need. On another day, we will distribute toys to more than 1,000 children, diapers, wipes, and formula, and non-perishable snack bags to families!

We invite you to join us as a sponsor for this Holiday Season; support from partners like you is an essential part of these events’ continued success. With your help, we can celebrate the 16th anniversary of YCCA’s Community Giveaway Day by helping bring even more holiday joy to hundreds of children and families in Yolo County.

TO SPONSOR OUR HOLIDAY GIVING SEASON:

Please review the next page, outlining the many benefits associated with a YCCA sponsorship, then choose the level that best suits you. To ensure your name and/or logo is included on t-shirts and in media materials, please respond with your sponsorship level by October 27, 2021.

If you have questions, please contact YCCA Resource & Development Manager Katie Durham at (916) 832-9366 or katie.durham@yolocounty.org

Your support makes a big difference in the lives of Yolo County children and families.

Sincerely,

Jeneba Lahai, YCCA Executive Director

The mission of the Yolo County Children’s Alliance is to improve the lives of children, youth & families in our communities. The Yolo County Children’s Alliance is a taxexempt 501(c)3 organization (Federal tax id: 68-0526185) which includes the Yolo County Child Abuse Prevention Council. All donations are tax deductible.
YCCA 2021 Holiday Community Events

- Community Giveaway Day: Saturday, November 20, 2021
- Holiday Toy Distribution: Saturday, December 18, 2021

Marketing Exposure: Local elected officials, business leaders, and up to 1,500 Yolo County residents
Media Coverage: KCRA 3, News 10, Fox 40, Univision, Goodday Sacramento, West Sacramento News Ledger, Woodland Daily Democrat, Davis Enterprise, and more!

Show our community you care about the families and children in our neighborhoods while promoting your business or brand...
...become a sponsor today!

YCCA Children's Champ $10,000
As a Children's Champ, you will receive recognition across all social platforms through all event social postings, be featured in our newsletter, on the event flyer and signage, and be mentioned in the press release as a sponsor. Additionally, you and your organization will have the first opportunity to "sponsor a section" and have your brand over one of our several giveaway item sections. Additionally, your organization will have priority volunteer opportunities at one or both holiday events, providing the opportunity for your organization to positively impact the lives of families and children. Additionally, our agency wants to include you in a Family Resource Center tour, and give you the opportunity to provide your company’s information at our weekly food distributions for 1-month.

Partner in Prevention $5,000
Donate $5,000 and receive recognition on all event-related social media posts, event flyer and signage, and receive priority volunteering opportunities for either event! Additionally, choose which section of our event you would like to sponsor, for example the Blankets, or Kids' Coats, or even the waiting line. This is a great opportunity to interact with clients, our local elected officials and business leaders, and be on the front lines giving back to our community.

Yolo Hero $2,000
Donate $2,000 and receive recognition across our social media channels in up to 6 posts, printed materials including signage and the flyer, and receive priority volunteering opportunities for either event! This means your team can spend time together, giving back to the community, while meeting local elected officials, business leaders, and walk-away with a great experience and company logo on our CGD t-shirt!

Helping Hand $1,000
Donate $1,000 and receive recognition on our social media channels in up to 4 posts, and event signage at both the Community Giveaway Day and Holiday Toy Distribution!

Holiday Helper $500
No donation is too small - we are able to provide so much more to families in Yolo County because we make every dollar count. Donate $500 and receive recognition across our social media channels via your logo. Both Community Giveaway Day and our Holiday Toy Distribution events will highlight your logo on our social media sponsor banners!

West Sacramento Collaborator
If you’re a bustling business, we want your help in hosting and promoting a new coat drive! We are always in need of new coats for children ages 0-18. Specifically, our middle and high school students are the ones who are in need of larger coat sizes. Let’s work together to ensure no child is left without a coat this year. YCCA will provide you with all of the marketing materials and information you need. Your business will just need to provide a box, and promote the new coat drive to your customers and employees! Contact Katie.Durham@yolocounty.org to get involved.

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