



Our agency works tirelessly to provide every child and family in our community with basic needs – and we can't do it without your support!

Dear supporter,

For 16 years, YCCA has convened local business owners, elected officials, and community leaders to hold resource events for our neighbors in need, especially as we see an influx in refugees and those needing support due to the pandemic. With civil and global unrest heightening stressors and tension, our schools, businesses, and homes are simultaneously still rendering the effects of the pandemic. Our community is in need of support, and this year, YCCA is more ready than ever to take care of those who need it most.

In 2021, YCCA's annual Backpack and School Supply Giveaway Day brought new backpacks, school supplies, food, and resources to nearly 1200 students in our community! In November, our Community Giveaway Day provided more than 700 families with Thanksgiving meals, and 2,000 children went home with brand new coats and blankets for the winter. In December, our community donated and brought toys to nearly 1,000 children for the holidays. These numbers were a significant increase in families and individuals served, reflecting the increase in clients YCCA supported in 2021.

This year, our agency anticipates the need in families to grow yet again. Our programs and referrals have increased, our community of refugees has grown, and our agency is foreseeing that more children and families will need our support as they enter the school year and holiday seasons.

I am writing to you, our dedicated supporters, on behalf of our staff members, volunteers, and clients, to help us support our community by becoming a community-wide event sponsor this year.

By sponsoring these efforts in our community, you bring comfort and hope to thousands of individuals. You will be helping hundreds of students go to school with the tools they need to succeed; you'll be bringing relief to so many parents and caregivers when they know every child in their household will have a new coat and warm clothing for the winter months; you'll be bringing the opportunity for families to gather and celebrate each other during the holiday season. As a dedicated sponsor, you and/or your organization will be making a truly positive impact on our community.

Please review the next page for sponsorship opportunities and benefits for the 2022 YCCA community events. Choose the sponsorship level that best fits your organization's commitment to our community. We look forward to working with those who have sponsored us for years before, and meeting our newest supporters!

Your support makes a BIG difference in the lives of Yolo County children and families – thank you!

Sincerely,

Jeneba Lahai, Executive Director

YCCA Children's Champ \$25,000

By sponsoring at the **Children's Champ** level, your organization is providing resources and essential supplies across all three community-wide events, supporting hundreds of families, individuals and children. By sponsoring at a premier level, your organization will receive recognition across all media coverage, social media platforms, printed communications materials and signage, and in-person at each event. Additionally, your organization will be first in line to volunteer and/or table at these events, giving you the opportunity to meet the families you're supporting. As a show of our appreciation, your organization will be invited to our Family Resource Center to tour the space, meet our wonderful staff, and witness the impact of our programs!

Partner in Prevention \$10,000

By sponsoring at the **Partner in Prevention** level, your organization will be providing resources and essential supplies across two of the three community-wide resource events! At this level of sponsorship, your organization will receive recognition within two events' press releases, across YCCA's social media platforms, and printed communication materials. Additionally, your team will receive priority for volunteering and tabling at two community-wide events!

Yolo Hero \$5,000

By sponsoring at the **Yolo Hero** level, your organization will be able to focus all efforts on one of our community-wide events! Our team can work with you to determine which event best fits your organization's philanthropic goals. As a Yolo Hero, you will receive recognition across media coverage for the specified event, YCCA's social media channels, on the event printed and digital communication materials, and receive priority tabling and volunteering opportunities.

Helping Hand \$2,500

By sponsoring at the **Helping Hand** level, your organization is supporting one of our community-wide events, allowing you to focus on the event that best fits your organization's mission and philanthropic goals. As a Helping Hand sponsor, you will receive recognition across YCCA's social media channels, on the event printed and digital communications materials, and receive priority volunteering opportunities for the event!

YCCA Neighbor \$100-\$500

If you are an individual looking to support, sponsor YCCA at the **YCCA Neighbor level!** All donations towards our events are used to purchase resources for families. A donation between \$100-\$500 can purchase up to 20 new backpacks with school supplies for students, or up to 25 new coats for children in the winter! As a YCCA Neighbor, your name can appear on our social media channels and newsletter, reaching thousands of local individuals and elected officials.

Business Collaborator

If you're a bustling business, we want your help in hosting and promoting supply drives! Our agency is in need of new backpacks, school supplies, winter items, hygiene kits, coats, and toys for children during periods leading up to these events.



Let's support our community...
together!

Please reach out to Katie Durham at
katie.durham@yolocounty.org to get started!

Yolo County Children's Alliance 2022 Community Events

BACKPACK & SCHOOL SUPPLY GIVEAWAY DAY

Saturday, July 23, 2022
Confirm sponsorship by July 1

COMMUNITY GIVEAWAY DAY

Saturday, November 19, 2022
Confirm sponsorship by November 1

HOLIDAY TOY DISTRIBUTION

Saturday, December 17, 2022
Confirm sponsorship by December 1

Marketing Exposure: Thousands of Yolo County residents: in-person, email marketing, social media exposure. Recognition by community leaders and elected officials.

Media Coverage: KCRA , News 10/ Good Day Sacramento, Fox 40, Univision, Telemundo, Spanish/English radio, Sacramento Bee, West Sacramento News Ledger, Woodland Daily Democrat, Davis Enterprise, and more!