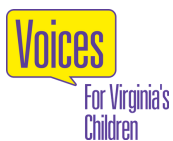




2021 VOICES FOR VIRGINIA'S CHILDREN ADVOCACY EVENT SPONSORSHIP



Prepared by:
Michael Brown, Chief Philanthropy Officer

CHILDREN NEED AN ADVOCATE

There are 1.8 million children in Virginia and they need champions in the halls of power. For more than 25 years, Voices for Virginia's Children have been the advocates fighting to improve the lives of every child in the Commonwealth.

As an independent and nonpartisan organization, we believe in championing strong public policies, not political agendas. We do this through a bipartisan approach and an extensive network of partners, letting data and research lead the way.

Virginia legislators and other policymakers rely on Voices as an indispensable source of objective data and nonpartisan policy input.

"When legislators hear from advocates, they respond by advancing legislation and investing in the state budget on issues related to child welfare."

~ Allison Gilbreath
Policy and Programs Director



OUR WORK

We make a difference by:

- Studying child and family issues,
- Publishing data and research reports,
- Educating the public and policymakers about unmet needs,
- Recommending sound policy solutions, and
- Mobilizing Virginians and leaders to persuade elected officials and other decision-makers to support these solutions.

Voice is also home to the Virginia KIDS COUNT data center which is part of the national KIDS COUNT network that tracks and reports on more than 200 statistical indicators of child well-being.

EMPOWERING OTHERS

Advocacy is at the heart of our mission and we don't do it alone. People across Virginia unite throughout the year to educate lawmakers and key stakeholders about deep and significant issues pertaining to children. These advocates look for solutions through discussion and debate and make a difference in securing legislative wins. We are successful because of them and need their support.

Our Advocates Include:

Parents **Trauma-informed providers**
Community networks **Youth with lived experience**
Clinicians **Children** **Allies**
Health experts **Direct-service professionals**
Early educators and administrators



ADVOCACY EVENTS

Voices trains advocates to speak to legislators, which requires a tremendous amount of planning and execution. Our Advocacy Days are the culmination of this work and are designed for communities to stand up for key issues they are passionate and create momentum through grassroots efforts. Additionally, we give presentations, host town halls, and candidate forums to educate the public on their stances.

That advocacy and speaking up for a common cause cannot be done without you.

"Early educators and parents are empowered to share their passion for young children with policymakers. They speak to the needs of the child care sector, including policies that promote pay equity for early educators. Legislators are more aware of the dedication, skill and commitment of the sector and are prepared to act on legislation."

~ Emily Griffey
Chief Policy Officer



MAKE AN IMPACT

Voices prides itself on not only speaking up for children and families across the Commonwealth, but also educating and empowering people to do the same. It's up to us to ensure informed policies and decisions are made to protect the rights of all young people. Your sponsorship means that you too are willing to be an advocate and speak up for children's issues.

Your sponsorship will support:

- **ADVOCACY TRAININGS**
- **GENERAL ASSEMBLY ADVOCACY EVENTS**
- **GUBERNATORIAL & CANDIDATE FORUMS**
- **RACIAL TRUTH & RECONCILIATION WEEK**
- **TOWN HALLS**
- **WEBINARS**
- **POLICY ROUND TABLES**
- **STIPENDS FOR TRAVEL**
- **EVENT MATERIALS**
- **TECHNOLOGY CONNECTIVITY**



By sponsoring advocacy events, your impact will:

- Create necessary systemic change for hundreds of thousands, if not millions, of people in the Commonwealth.
- Influence statewide policy making through equitable policies and laws for children and families.
- Strengthen and boost the number of advocates, as well as their confidence, as they talk to legislators, lawmakers, and key stakeholders.
- Provide opportunities for more professionals, providers and youth with lived experience to participate in advocacy events through stipends.
- Expand leadership access and elevate the voices of multiple communities, especially in geographically remote areas, to empower groups to affect change on the local level.

PLATINUM ADVOCACY PARTNER

\$25,000 Leadership Level Sponsorship

As the Platinum Advocacy Partner, you will be the premiere sponsor for all advocacy events and initiatives for the year and will pay for all expenses related to advocacy events in 2021.

Level of acknowledgment:

- Brand recognition as Platinum Advocacy Partner on marketing and press materials, social media and digital platforms, including the website, emails, newsletters and virtual events.
- Speaking opportunities at virtual events and debriefs
- Opportunity to engage in advocacy trainings, Advocacy Days, and candidate forums
- VIP legislative debrief post-Session



CHANGE AGENT SPONSORSHIP

\$10,000 Level

As a Change Agent Sponsor, you will be the steward and primary sponsor for electoral advocacy events such as the 2021 gubernatorial forum and Racial Truth & Reconciliation Week.

Level of acknowledgment:

- Brand recognition on marketing and press materials, social media and digital platforms, including the website, emails, newsletters and virtual events.
- Opening remarks at the 2021 gubernatorial forum
- Guest speaker at Racial Truth & Reconciliation Week community chat
- Speaking opportunities at virtual events and debriefs
- Opportunity to engage in advocacy trainings, Advocacy Days, and candidate forums
- VIP legislative debrief post-Session



UPLIFTING IMPACT SPONSORSHIP

\$5,000 Level

As an Uplifting Impact Sponsor, your contribution will pay for operations, materials, staff time, and technology areas of all advocacy events. You will also have the opportunity to sponsor your choice of an issue area Advocacy Day (e.g. early childhood education, children's mental health, foster care, family economic security) and be invited to participate as an advocate as well.

Level of acknowledgment:

- Recognition from staff during Advocacy Day meetings and debriefs.
- Brand recognition on all marketing materials, social media and digital platforms, including the website, newsletter and emails.

"When professionals, parents, youth, and community members have the resources, training, and support they need to ignite change in their communities, they feel empowered to participate and create long-term change."

~ Chloe Edwards
Advocacy and Engagement Manager

SPEAK UP SPONSORSHIP

\$1,000 Level

As a Speak Up Sponsor, your contribution will pay for advocate stipends on Advocacy Days. You will also be invited to participate in Advocacy Days and have an opportunity to give a pep talk to advocates before their scheduled Advocacy Day.

Level of acknowledgment:

- Brand recognition on all social media and digital platforms, including the website.