

Corporate Partnership Proposal

eliminating racism
empowering women

ywca

Greater Pittsburgh

2020 Opportunities for Impact

ADDRESS

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WEBSITE

YWCApgh.org

About Us

Change. Justice. Impact.

eliminating racism
empowering women

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Greater Pittsburgh



YWCA Greater Pittsburgh is a member of a nationally and internationally recognized movement with a mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all. Each year we serve more than 3,000 women and their children through a body of direct service, referral and advocacy programs. Our parent Association, YWCA USA, is one of the oldest and largest women's organizations in the nation, serving over 2 million women, girls, and their families.

YWCAs have been at the forefront of the most pressing social movements for more than 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, national and local Associations combine programming and advocacy to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.

OUR MISSION:

To eliminate racism, empower women, and promote peace, justice, freedom and dignity for all.

OUR VISION:

YWCA Greater Pittsburgh envisions a community that advances education, opportunity, and equity regardless of gender, race, or background.

- **Community Participation** - Our work is centered in community organizing and advocacy.
- **Fiscal Integrity** - Making responsible and effective use of available resources.
- **Racial and Gender Equity** - Understanding systems of privilege, oppression, and racism, and using these insights to drive our work.
- **Sustainability** - Meeting the needs of the present while positioning for long term success.
- **Transparency** - Being accountable by using clear, direct and inclusive communication.
- **Equity** - Working alongside communities to build access and power for all.
- **Resourcefulness** - Creating opportunities to build individual and community self-sufficiency.

About You

Corporate Social Responsibility

***In today's reputation economy,
what you stand for may be more important than what you create or sell.***

**Corporate Social
Responsibility research
reveals 91% of Millennials and
85% of the total population
would choose a brand or
service based on the
ideological commitments of
the corporation.**

Cone Communications

The question is not whether companies will engage in corporate social responsibility activities. They do. The question is how they will use CSR to make a real and meaningful impact in the marketplace.

For many companies, corporate social responsibility is no longer an option – it is emphatically and indisputably a must-do.

Are you looking for an effective strategy to set your brand apart from the competition?

You have found it! Create a Corporate Social Responsibility (CSR) Partnership with YWCA Greater Pittsburgh.

Why Partner with the YW?

It is unusual to view racial equity as a source of corporate competitive advantage. Yet, in a 6-month research study, FSG and PolicyLink found evidence that a growing number of companies known for their hard-nosed approach to business—such as Gap Inc., PayPal, and Cigna—have found new sources of growth and profit by driving equitable outcomes for employees, customers, and communities of color.

For companies, a focus on racial equity is critical in order to innovate, to create products and services that serve a more diverse consumer base, and to cultivate a strong workforce. As Professor Michael Porter and Mark Kramer wrote in their 2011 Harvard Business Review article “Creating Shared Value,” “Not all profit is equal. Profits involving a social purpose represent a higher form of capitalism—one that will enable society to advance more rapidly while allowing companies to grow even more. The result is a positive cycle of company and community prosperity, which leads to profits that endure.”

Create a meaningful partnership to boost your brand. Call Barbara at 412-255-1253 today!

Be Transformational

YWCA Greater Pittsburgh's Corporate Partner Packages offer a variety of options designed to provide both brand marketing value and meaningful impact. Partner benefits include access to the following opportunities:

STAND Against Racism - April 23 - 26, 2020

STAND Against Racism is a YWCA USA annual campaign in which communities across the country unite to educate, advocate, and promote racial justice.

Week Without Violence – October 19 - 23, 2020

Week Without Violence is part of a YWCA National and global movement to end violence against women and girls. Not all violence is acknowledged or responded to equally. That's why, for more than 20 years, YWCA has set aside one week in October as a Week Without Violence to build awareness of gender-based violence and foster change. Join us as we hold events, share information and stories, advocate, and more. Together, we can end gender-based violence!

YWCA Equity Awards Dinner – November 2020

Racial equity requires just and fair inclusion into a society in which all people, immaterial of their race or ethnicity, can participate, prosper, and reach their full potential. Merging our historic Tribute to Women and Racial Justice Awards will allow us to host a larger, bolder, and more transformational celebration of local advocates while also advancing the insight that racial justice and economic equity are intertwined with women's empowerment.

The Center for Race and Gender Equity

YWCA Greater Pittsburgh's primary advocacy initiative, the Center for Race and Gender Equity (CRGE) exists to educate, engage, and build community around the vision of a world in which all women and girls, especially women and girls of color, are empowered and free. Using data from YWCA USA supplemented with local research, CRGE will steer our advocacy agenda and, via our growing network of partners, identify data gaps in areas that inform our work.

Corporate Partner Packages



Justice Partner \$15,000

- Sponsor Week Without Violence
- Sponsor YWCA Equity Awards
- Race and Gender Equity Program Champion
- One custom employee volunteer opportunity
- \$5,000 STEM for Girls Education Tax Credit (for qualifying companies)
- Name on YWCA website
- **Total Value - \$25,000**



Freedom Partner \$25,000

- Presenting Sponsor STAND Against Racism
 - Name in Event Title
- Sponsor YWCA Equity Awards
- Race & Gender Equity Program Champion
- One custom presentation, workshop or training on a topic like racism, microaggressions, oppression, privilege or allies and action.
- One custom employee volunteer opportunity
- \$10,000 STEM for Girls Education Tax Credit (for qualifying companies)
- Logo on YWCA website
- **Total Value - \$40,000**

- Presenting Sponsor Week Without Violence
 - Name in Event Title
- Sponsor STAND Against Racism
- Sponsor YWCA Equity Awards
- Center for Race & Gender Equity Program Champion
- Two custom presentations, workshops or trainings on topics like racism, microaggressions, oppression, privilege, allies and action.
- One custom employee volunteer opportunity.
- \$25,000 STEM for Girls Education Tax Credit (for qualifying companies)
- Logo with link to corporate page on YWCA website
- **Total Value \$75,000**



Equality Partner \$50,000

Corporate Partner Packages



Beacon of Light

\$100,000

- Presenting Sponsor YWCA Equity Awards
 - Name in Event Title
 - Corporate Leader Remarks from Stage
- Sponsor Week Without Violence
 - Logo on all marketing material
- Sponsor STAND Against Racism
 - Logo on all marketing material
- Race & Gender Equity Program Champion
- Three custom presentations, workshops or trainings on topics like racism, microaggressions, oppression, privilege, allies and action.
- Two custom employee volunteer opportunities.
- \$25,000 STEM for Girls Education Tax Credit (for qualifying companies)
- Four Video Posts to Social Media
- Logo with link to corporate page on YWCA website
- **Total Value \$150,000**

Give your company a powerful competitive advantage.

Call Barbara to reserve your sponsorship package today!

(412) 255-1253

CORPORATE PARTNER COMMITMENT FORM

Please complete this sponsor agreement form and email to Barbara Nicholas at bnicholas@ywcapgh.org or mail to:

Barbara Nicholas, Vice President of Resource Development
YWCA Greater Pittsburgh
305 Wood Street
Pittsburgh, PA 15222

For questions or to discuss a custom sponsorship package, please call Barbara at 412-255-1253.

PLEASE RETURN THIS FORM WITH YOUR PAYMENT

NAME

TITLE

EMAIL

COMPANY NAME

COMPANY ADDRESS

PHONE

DATE

SIGNATURE

PACKAGE SELECTED

Thank you for your support.

Thank You

for joining us in our mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all.

YWCA Greater Pittsburgh

Your Partner for Equity and Justice.

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