

A Family Weekend of Volunteerism **Saturday, January 18 & Monday, January 20**



Valentine's Challenge

2020 Corporate Supporter Information

The **Martin Luther King, Jr.** weekend offers an opportunity for persons of all ages and backgrounds to participate in community-wide service. At **Volunteer Fairfax**, we're providing corporate supporters the opportunity to maximize their visibility through exposure at our annual **Valentine's Challenge** on Saturday, January 18 and at signature event **Give Together** on Monday, January 20.

Why support? Volunteer Fairfax's Family Weekend of Volunteerism offers your company high visibility with elected officials, business and community leaders, and your customers and employees. Demonstrate your commitment to service and volunteerism by making a difference in the community!



What's the Valentine's Challenge?

The annual **Valentine's Challenge**, a program of Volunteer Fairfax's Volunteers for Change, gathers 450-500 volunteers to make valentines for children and youth in foster care or who have recently aged out. The day runs in two shifts (9:00-12:00 and 1:30-4:30) to accommodate families with children. The event is held at Station 3, Fairfax City Volunteer Fire Department, City of Fairfax. City leadership and other elected officials stop by and thank volunteers. Last year, 5,000 cards were created. Snacks and lunch are served to participants.

What's Give Together?

Hosted at the Jewish Community Center in Annandale, Virginia, **Give Together** brings together over 800 volunteers (particularly young families) to complete projects for local Fairfax County nonprofits. During one of the three shifts, children rotate through several mini-service projects, having a passport stamped at each station. At the conclusion, children will see the difference that their many hands can make on a community by their completed projects.

Give Together Confirmed Nonprofit Partners and Projects:

- *Kozy Kerchiefs: Power Pack meal program for Food for Others*
 - *Capital Caring: Project benefitting hospice patients*
- *Kids Give Back: Goldfish cat toys and feline felt pillows for Pets Bring Joy and children's masks for Only Make Believe*
- *Hidden Oaks Nature Center: Seed packets to attract pollinators*
 - *Jewish Community Center: Project TBD*
- *Volunteer Fairfax: Children's reflection table on service*

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Supporter Levels

Due to publication deadlines, supporter commitments are due by Friday, January 10, 2020.

\$5,000 (only 2 available) Lead Partner

- Membership in the *Impact Collective*, a giving collaborative celebrating Volunteer Fairfax's 45th anniversary. Impact Collective benefits include:
 - Announcement of Impact Collective participation on social media channels
 - Linked logo on Impact Collective 45th anniversary website page
 - Acknowledgment in Impact Collective 45th anniversary printed collateral
 - Name and/or logo on Impact Collective marketing communications
 - Invitation to exclusive 45th anniversary events
- As an early supporter of the Impact Collective, partner will be listed as a Founding Member
- Recognition on iHeart Radio spot to air before event (commitment due NLT January 6)
- Opportunity to make welcoming remarks from podium at Give Together at the beginning of one of the shifts
- Recognition from podium at Valentine's Challenge and Give Together
- Logo on signage at Valentine's Challenge and Give Together
- Logo prominent on Give Together children's service project passport
- Listed as Lead Partner for Valentine's Challenge and Give Together marketing communications
- Linked logo on Valentine's Challenge and Give Together webpage
- Announcement of partnership via social media channels
- Opportunity to reserve up to 20 volunteer spots for staff and family members at Give Together

\$2,500 Gold Supporter

- Recognition on iHeart Radio spot to air before event (commitment due NLT January 6)
- Recognition from podium at Valentine's Challenge and Give Together
- Logo on signage at Valentine's Challenge and Give Together
- Logo on Give Together children's service project passport
- Listed as Gold supporter for Valentine's Challenge and Give Together marketing communications
- Linked logo on Valentine's Challenge and Give Together webpage
- Announcement of partnership via social media channels
- Opportunity to reserve up to 15 volunteer spots for staff and family members at Give Together

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Supporter Levels, cont.

\$1500 Silver Supporter

- Recognition from podium at Valentine’s Challenge and Give Together
- Logo on signage at Valentine’s Challenge and Give Together
- Logo on Give Together children’s service project passport
- Listed as Silver supporter for Valentine’s Challenge and Give Together marketing communications
- Linked logo on Valentine’s Challenge and Give Together webpage
- Announcement of partnership via social media channels
- Opportunity to reserve up to 10 volunteer spots for staff and family members at Give Together

\$500 Bronze Supporter

- Recognition from podium at Valentine’s Challenge and Give Together
- Logo on signage at Valentine’s Challenge and Give Together
- Logo on Give Together children’s service project passport
- Announcement of partnership via social media channels

*For more information, contact Marianne Alicona, Director of Development,
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