

28th Annual Racial Justice Awards

Friday, November 22, 2019
Omni William Penn

eliminating racism
empowering women
ywca
Greater Pittsburgh

Sponsorship Proposal

ADDRESS

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Pittsburgh, PA 15222

CONTACT

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WEBSITE

YWCAPHGH.org

About Us

Change. Justice. Impact.

eliminating racism
empowering women
ywca
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. 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.

Throughout the decades, YWCAs local and national have amended their goals and policies to adapt to the changing times. In the 1990s, YWCA USA intensified its investment in addressing institutional racism — and in 1996, YWCA Greater Pittsburgh launched the Center for Race Relations (now the Center for Race and Gender Equity) to organize and educate the public to recognize and resist racism. Today, YWCA's commitment is to an intersectional approach that understands that racial and economic equity are intertwined with women's empowerment.

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.

OUR VALUES:

- **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.

Cone Communications has been researching consumer behavior for decades. Their most comprehensive snapshot of how people engage with Corporate Social Responsibility efforts in the U.S. reveals 91% of Millennials and 85% of the total population would choose or switch to a brand or service based on the ideological commitments of the corporation.

In a marketplace increasingly overrun with products, how are you going to stand out from the crowd? How are you going to differentiate yourself from competitors who offer very similar products and services?

You can choose to compete on price. But that can take a big bite out of your bottom line. You can out-advertise your competition. But consumers have become increasingly distrustful of advertising claims.

May we suggest a tremendously effective strategy to set your brand apart from your competition? **Engaging in Corporate Social Responsibility (CSR) with YWCA Greater Pittsburgh.**

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.

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



Bring additional value to your sponsorship package by hosting a workplace seminar or by engaging customers and employees in the Racial Justice Awards nomination process.

Common Ground Award

*This award recognizes an individual or a group who has taken the initiative to begin a **grassroots effort** to engage people of different racial backgrounds through outreach, community conversations and coalition building.*

Change Maker Award

*This award recognizes an individual or a group whose **academic scholarship, research, focus groups or unconventional approach** is contributing to the narrative of eliminating racism through benchmark data, historical frameworks and innovative best practices.*

Bridge Builder Award

*This award recognizes an individual or group whose work or organization advances the policies, support and change needed to **ensure racial and immigrant justice**, with a focus on communities of color who are often marginalized.*

Creativity and Innovation Award

*This award recognizes the creativity of an individual or group involved in the **arts or social media initiatives** that brings public attention to issues of race and empowers an audience through awareness, education and inspiration.*

Racial Advocacy Award

*This award recognizes **social justice initiatives** that empower women and girls of color through policy change, public testimony on racial equity and structural change within institutions. These initiatives interrupt the status quo, shift public norms and influence racially inclusive perspectives.*

Racial Justice Awards

Sponsor Benefits



Justice Sponsor

\$1,500

- Lunch seating for six (6)
- Half page, color program book ad (4½" w x 3½"h)
- Corporate name listed:
- Table sign
- Electronically displayed at event
- Recognition in YWCA Annual Report



Freedom Sponsor

\$2,500

- Preferred lunch seating for eight (8)
- Corporate logo on materials, including but not limited to:
 - Event program book
 - Event signage
 - Electronically displayed at event
- Corporate name listed on table sign
- Full page, color program book ad (4½" w x 7½"h)
- Acknowledgement from the podium at event
- Listing on YWCA website
- Recognition in YWCA Annual Report

- Preferred lunch seating for eight (8)
- Corporate logo on materials, including but not limited to:
 - Event Signage
 - Electronically displayed at event
 - Electronically displayed on social media
- Corporate name listed:
 - Table sign
 - Event signage
 - YWCA website
- Full page, color program book ad (4½" w x 7½"h)
- Acknowledgement from the podium at event
- Recognition in YWCA Annual Report



Equality Sponsor

\$5,000

Racial Justice Awards

Presenting Sponsor Benefits



Presenting Sponsor

\$10,000

- Name in event title
28th Annual Racial Justice Awards Presented by You!
- Corporate representative delivers opening remarks
- Priority lunch seating for eight (8)
- Corporate logo on materials, including but not limited to:
 - Event program book
 - Event signage
 - Electronically displayed at event
 - Electronically displayed on social media
- Corporate name listed:
 - Table sign
 - Event signage
 - YWCA website
- Full page, color program book ad (4½" w x 7½" h)
- Acknowledgement from the podium at event
- Recognition in YWCA Annual Report

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@ywcaphgh.org or mail to:

Barbara Nicholas, Development Officer
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

SPONSOR PACKAGE SELECTED

Thank you for your support.

Thank You

For making the world a better place.

YWCA Greater Pittsburgh

Your Corporate Social Responsibility Partner

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