2022 Seeds of Change Annual Event

Friday, October 14, 2022
Networking @ 6pm
Event @ 7pm

Sponsorship Packet
ABOUT CHILD CARE RESOURCES

MISSION

Since 1990, Child Care Resources (CCR) has been working with families, caregivers, early learning professionals, and community partners to ensure that every child has a great start in school and in life.

OUR WORK

We are a trusted resource for families seeking child care across Washington State, helping more than 20,000 families each year explore their early learning options and make informed decisions. Through coaching and professional development, we help more than 2,000 child care professionals annually in King and Pierce Counties develop and improve the quality of their care for all children.

CCR’s role has become even more valuable since the onset of the pandemic. We have distributed crucial supplies to child care providers to mitigate the spread of the disease, communicated program availability to state and community leaders, and provided technical assistance to help providers access both state and federal supports such as the SBA loans. Through our statewide call center, we continue to communicate with parents and caregivers regarding the status of child care programs, as well as connect families to available child care options and financial supports. We have become a critical mechanism for parents, providers, and policymakers to communicate with one another on child care, and we hope that you will become a partner in this work.

VALUES

We Are Stronger Together.
We Seek Continuous Learning and Improvement.
We Honor Community Strengths.
Seeds of Change
Annual Event

What is this event?

FORMERLY KNOWN AS THE CCR LUNCHEON,

the Annual Event will illustrate the impact of investing in children's early learning as a benefit not only to the children, families, and child care providers we serve but to our community as a whole.

This event will be held in Pierce County, and we are expecting more than 300 early learning supporters, community members, and elected officials to take part in this hybrid event. We welcome our community of supporters to join us either in-person or via LIVE stream. Whether you are in King or Pierce County or beyond, CCR is making this fundraising event as accessible as possible.

As an organization that is modeling Community Centric Fundraising, we recognize that every person in our community of supporters plays a role in ensuring that every child has the opportunity to succeed in school and in life. By creating a space where every contribution is valued and every dollar raised at the event funds our vital programs, we know we are creating a better future for all.

We invite you to join us as a valued sponsor this year, and a member of the Child Care Resources’ community of supporters.

WWW.CHILDCARE.ORG

Event & Sponsorship Contact
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ALIGNING FUNDRAISING & ANTI-RACISM

WE BELIEVE THAT FUNDRAISING MUST BE GROUNDED IN RACE, EQUITY, AND SOCIAL JUSTICE.

Ensuring that ALL children have access to high quality early learning experiences is the missional focus of CCR. We ground our daily work in identifying and addressing racism so that all children thrive in their early learning environments. We are committed to aligning our fundraising program with the anti-racist values of our mission.

With this in mind, we have shifted our sponsorship benefits to more effectively align with our values and mission as an organization. We believe that all who engage in strengthening our early learning community are equally valued. We will very much value your contributions as sponsors of our Annual Event and invite you to partner with us. As a partner, we offer you and our other sponsors the following recognition and promotion regardless of giving level.
Event Promotions & Communication

- Logo Feature in All Event Promotions and Communications
- 4,000+ General Newsletter Subscribers
- 4,000+ Child Care Providers
- Logo Feature on All CCR Social Media Channels
- Facebook, Instagram, Twitter, LinkedIn
- Sponsor Feature & Write Up on Facebook Event Page
- Promotion of Your Business and Services

Day of Event & Recognition

- Message of thanks from our CEO and Emcee(s) naming each sponsor
- Logo feature in Event Slide Show
  - Slide Show During Pre-Show
  - Slide Show at all In-Person Locations
- 15-second Promotional Video in Pre-Show
  - Promotion of Your Business and Services

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