



## EDGEWOOD CORPORATE PARTNER PROGRAM

Giving hope to children and families in the Bay Area



*"As our oldest community partner, Edgewood shares a common thread with Levi Strauss & Co. – over the past 150+ years, we have both invested in building a stronger community to support the kids and families who need our help. The relationship has endured after all these years because Edgewood continues to change the lives of the children they serve."*

*—Becca Prowda  
Levi Strauss & Co.*

## What is Edgewood?

Edgewood provides a broad range of mental health and behavioral health services for children with emotional disturbance, learning disability, history of substance abuse, multiple placements in the foster care system, juvenile-justice system involvement, and/or difficulties succeeding in the classroom. Many of these children have faced interlocking challenges—abuse or violence in their homes, schools, and neighborhoods; parental poverty or incarceration; and lack of access to physical and/or mental health services. These children have special needs—and Edgewood is there to help them and their families in a way that no other agency fully does.

At Edgewood, we believe a holistic approach to behavioral health can transform the lives of children and their families. We are proud not just of our positive impact on 7,000 children and families every year throughout the Bay Area, but also of our efforts to continuously improve outcomes more broadly through our research and training programs. Founded in 1851, Edgewood is the oldest children's charity in the western United States.

By joining Edgewood's Corporate Partner Program, you ensure that Edgewood will continue to transform lives and restore hope. Edgewood cannot do this critical work without the support of its corporate partners. To learn more, please visit [www.edgewood.org](http://www.edgewood.org).



***"At Deloitte, we believe that we have a responsibility and obligation to be involved in our community and to help drive meaningful change and social progress. Being an Edgewood corporate sponsor allows us to live that commitment and, through Edgewood's work, to make a meaningful impact on children and families across California. Our commitment to community involvement also helps us to recruit and develop our people, make meaningful connections to our community and to build business relationships and our reputation in the market."***

**—Teresa Briggs**

Deloitte West Region Managing Partner

## Edgewood Corporate Partner Program

We recognize your company has strategic giving priorities. Our corporate program benefits give brand exposure for your business and team building opportunities for your employees. Bay Area businesses support Edgewood with sponsorship, pro bono professional services, and in-kind donations. To thank you for your support, Edgewood offers exclusive corporate benefits throughout the year.

Based on level of sponsorship, corporate benefits include:

- Brand recognition and new audience exposure through web and print marketing collateral
- Invitations to exclusive events
- Networking opportunities
- Volunteer experiences in either San Francisco or San Mateo for large and small groups
- Leadership in the Bay Area business community

# BENEFITS of the Edgewood Corporate Partner Program

## Program Sponsorship

Edgewood's programs transform lives and restore hope. Sponsorship helps provide life skills to young adults, a residential child's welcome kit, expressive arts and after-school programs, recreation and athletics, summer camp, and support groups to some of the 7,000 children and families Edgewood serves each year.

## Holiday Hope Fund

Edgewood children and families find the holidays to be a very difficult time. Even the simplest of luxuries, such as a new pair of shoes are out of the question. Sponsorship allows our clients to receive winter coats and shoes, tickets to holiday events, hot meals, toys, and holiday gifts.

Visibility and Recognition	Halleck \$20,000+	Dimond \$10,000+	Stow \$5,000+	Lane \$2,500+	Pine \$1,000+	Williams \$500+
One year acknowledgment Edgewood.org	Premier	Story	Logo	Logo	Name	Name
Print and/or online newsletter (9,000 constituents)	Premier	Story	Mention	Logo	Name	
Recognition at Edgewood all-staff meetings (400 staff)	Premier	x	x			
Recognition at Edgewood main sites (2)	Premier	Logo	Name			

## Company Involvement

Guided tours of Edgewood sites	x	x	x	x	x	x
Unique volunteer opportunities*	x	x	x	x	x	
Invitations to exclusive events	x	x	x	x		
Entries to Across the Bay 12K	6+	6	4	2		
Tickets to the Fair Preview Party	4+	4	2			
Custom package benefits*	x					

\*certain restrictions apply

## Across the Bay 12K

Named by *Runner's World* magazine as 'the Best Bridge Run in America,' the 12K Race draws thousands of top ranked U.S. distance runners and fitness enthusiasts from around the world. The 4,500 runners are 92% professional/managerial, 89% college educated, 36 median age, 51% female / 49% male, and have a \$92,000 median family annual income. The Race is held on a Sunday in March each year and draws around 5,500 visitors. Edgewood children run the race to build health and self esteem.

Visibility and Recognition	Children's Race \$20,000+	Grand \$10,000+	Principle \$5,000+	Major \$2,500+	Supporting \$1,000+	Contributing \$500+
Race materials (20,000) and Edgewood collateral	Logo	Logo	Logo	Logo	Large listing	Small listing
One year acknowledgment Edgewood.org	Story	Logo	Logo	Name	Name	Name
Booth for item distribution (1,000 visitors)	Company booth	Company booth	Company booth	Edgewood booth		
Volunteer t-shirt (350)	Logo	Logo	Logo	Listing		
Verbal recognition from stage	x	x	x			
Banner along finish line (4500 runners)	x	x				

## Company Involvement

Race entries	6+	6	4	2	2	2
Volunteer opportunities on 12K race day	x	x	x	x	x	x
Presenter of awards to Edgewood children on stage	x					

## Edgewood Fair

The Edgewood Fair is held late April/early May of each year at the Golden Gate Club. Over 700 Bay Area business leaders, dignitaries and philanthropists attend this venerable San Francisco tradition in a lavish two-day fundraiser featuring a sponsor reception, preview party and luncheon. Guests enjoy delicious cuisine and cocktails, a decadent auction, a dynamic speaker, and entertainment.

Visibility and Recognition	Ultimate Hero \$20,000+	Super Hero \$10,000+	Hero \$5,000+	Guardian \$2,500+	Defender \$1,000+	Champion \$500+
Fair invitations and Edgewood collateral (newsletters, press releases, invitations, advertisements)	Premier	Logo	Logo	Listing	Listing	Listing
Event and website	Premier	Premier naming rights	Premier sponsor visibility	Sponsor visibility	Listing	Listing

## Company Involvement

Tickets to the Fair Preview Party	10+	10	8	6	4	2
Shopping tickets to the Fair Day	10+	10	8	6	4	2
Invitation to Fair launch party	x	x	x	x		

**FOR MORE INFORMATION** Please contact our Corporate and Community Engagement Manager at [partnership@edgewood.org](mailto:partnership@edgewood.org) or at (415) 682-3149

# VOLUNTEER at Edgewood



Unique to Edgewood are the myriad volunteer opportunities offered to corporate volunteers. Edgewood can accommodate both large and small volunteer groups on weekdays and weekends in both San Francisco and San Mateo that range from activities with children to landscaping on campus. Volunteerism fosters team-building and networking within your business, not to mention rejuvenated employees.

Volunteer opportunities may include:

- Pro-bono professional services
- Locations in both San Francisco and San Mateo County
- Assisting with Across the Bay 12K race
- Landscaping and campus beautification
- Recreational or sports activities with youth
- Cooking breakfast or dinner for youth living in campus cottages
- Hosting cultural or holiday events for families
- Wrapping gifts or decorating cottages during holidays

***“Every child should be surrounded by a positive and caring community. At Edgewood, volunteering is effortless. At times, it is as simple as a hello with a big smile. The task is small, yet the impact is significant.”***

**—Rosy Le Cohen**  
Wells Fargo Volunteer

**Businesses that choose to support Edgewood make a vital investment in the Bay Area community. Please join our current corporate supporters and give hope to children and families.**



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Individuals pictured are models and used for illustrative purposes only. 11/13