

Adoption Network Cleveland: The Ohio Family Connection

Annual Corporate Partners Program



2025



ADOPTION
NETWORK
CLEVELAND

THE OHIO FAMILY CONNECTION
Advocate • Educate • Support

Your Support Makes a Difference!

Why Become a Partner?

Meet Your Consumers' Desires – 87% of consumers say they would purchase a product because a company advocated for an issue they cared about, and 91% of millennials would switch brands to one associated with a cause.¹

Appeal to Generation Z (Zoomers) – 90% of young people in Gen Z believe companies must act to help social and environmental issues, and 75% will do research to see if a company is being honest when it takes a stand on issues.²

Stay on Trend with Your Competitor – Research indicates that companies investing in corporate philanthropy can experience enhanced brand reputation, customer loyalty, and financial performance over time.³

Widen Impact of Our Mission – Six in 10 Americans personally know someone with a connection to adoption, including many of your customers and employees. This number is significantly higher when you consider families and children impacted by kinship and foster care.⁴

Recruit Talent - 75% of consumers said they want to work for a company with strong corporate philanthropy.⁵

Partner Benefits*

Social media exposure

Tax-deductible donation

Inclusion in event media promotions

Partner link throughout our website

Prominent advertising in event materials

Partner listing in our monthly e-newsletter, sent to over 8,000 stakeholders

One-time annual investment: No additional solicitation letters for the whole year!

1. Cone Communications (2017). Cone Communications CSR Study. [cs-inc-cone-communications-en.pdf \(cbd.int\)](https://www.cbd.int/cs-inc-cone-communications-en.pdf).

2. Porter Novelli. (2020). Porter Novelli engageforgood.com/porter-novelli-2020-purpose-tracker-employee-perspectives-on-responsible-leadership-during-crisis/.

3. Kramer, M. R., & Porter, M. E. (2015, January). The truth about CSR. Harvard Business Review. hbr.org/2015/01/the-truth-about-csr.

4. Dave Thomas Foundation for Adoption (2022). [2022 U.S. Adoption and Foster Care Attitudes Survey | Dave Thomas Foundation for Adoption](https://www.dave-thomas.org/2022-us-adoption-and-foster-care-attitudes-survey).

5. PwC. (n.d.). Consumer and employee ESG expectations. PwC. [pwc.com/us/en/services/consulting/library/consumer-intelligence-series/consumer-and-employee-esg-expectations.html](https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/consumer-and-employee-esg-expectations.html).

Our Corporate Partners Program allows your organization to demonstrate your philanthropic agenda as we promote your support of our respected nonprofit, which fulfills the otherwise unmet needs of the adoptive, foster, and kinship community. It is estimated that 6 out of 10 Americans have a personal connection to adoption (Dave Thomas Foundation for Adoption, 2022). Our monthly newsletter and periodic email marketing message subscription group include Corporate Partner recognition over 50 times a year to a subscription of over 8,000 individuals/families. Additional promotions using our website, social media, and event materials list our Corporate Partners by partnership level.

More than recognition, our Corporate Partners in supporting Adoption Network Cleveland are making a substantial impact on those we serve. A visit to our website, adoptionnetwork.org, delineates all our core programs, services, and constituents. As a Corporate Partner, you will be helping to:

- Educate potential adoptive parents in the adoption and foster care process.
- Provide ongoing resources and support for youth and adoptive, kinship and foster families.
- Ensure a staff member answers our helpline, processes basic emergency need assistance to qualified families, and is here to provide trauma-informed group and 1:1 support.
- Provide support groups and gatherings where adoptees, birth parents, siblings and adoptive parents can share their experiences with the impact of adoption, providing a source of healing.

2025 Corporate Partner Benefits

Presenting Partner - \$15,000

Promotional Advertising

- Prominently displayed as Presenting Partner in all event promotions including the 2025 Adoption Network Cleveland Conference, Over the Edge fundraiser, Annual Meeting, and others to be announced
- Four custom posts on social media
- Mentioned as Presenting Partner in all Press Releases issued for a year
- Opportunity to be introduced at events
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Logo/listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

Advocate Level - \$10,000

Promotional Advertising

- Prominently displayed in all event promotions including the 2025 Adoption Network Cleveland Conference, Over the Edge fundraiser, Annual Meeting, and others to be announced
- Three custom posts on social media
- Mentioned as Advocate level Partner in all Press Releases for a year
- Opportunity to be introduced at events
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Logo/listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

Champion Level - \$5,000

Promotional Advertising

- Logo/Listing in all event promotions including the 2025 Adoption Network Cleveland Conference, Over the Edge fundraiser, Annual Meeting, and others to be announced
- Two custom posts on social media
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Logo/listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

Collaborator Level - \$2,500

Promotional Advertising

- Logo/Listing in all event promotions including the 2025 Adoption Network Cleveland Conference, Over the Edge fundraiser, Annual Meeting and others to be announced
- One custom post on social media
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Logo/listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

Friend Level - \$1,000

Promotional Advertising

- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Logo/listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report



THE OHIO FAMILY CONNECTION
Advocate • Educate • Support

Corporate Partner Agreement

1. Select your investment level:

Presenting Level – \$15,000

Advocate Level – \$10,000

Champion Level – \$5,000

Collaborator Level – \$2,500

Friend Level – \$1,000

2. Complete the following:

CONTACT NAME: _____ TITLE: _____

COMPANY: _____

(Please write company name as it should appear in print)

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

TWITTER/INSTAGRAM HANDLE: @ _____

3. Select payment option:

Payment enclosed (check made payable to Adoption Network Cleveland)

Please send me an invoice



Scan to Pay

4. Pay online:

Visit <https://www.adoptionnetwork.org/get-involved/ways-to-give/pay-corporate-partnership.html>

5. Mail agreement or give credit card info via telephone:

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Adoption Network Cleveland

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Email logo in PNG or EPS
format to Cheryl Carter at
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