

BREASTFEEDING RESOURCE CENTER 2024 SPONSORSHIPS



THE HOLLY PROGRAM

Insurance coverage and income should not be a barrier to families receiving the lactation care they need. The Holly Program allows us to give free visits.

Interestingly, since we started offering free visits rather than the sliding scale, the amount of people taking advantage of the Holly Program has grown exponentially. What does this tell us? Paying even a small amount was too much for some families. As of February 29, 2024, we have already 90 visits taking advantage of the Holly Program!

THE SUSAN PARNES' MAKE IT LAST

Our free support groups provide a space for clients to connect with other families and get valuable help. From our weekly support group, to our back to work support group, and our monthly BIPOC support group, The Susan Parnes Make It Last Program enables free programming for both general and specific lactation needs. It's a small program that makes a big impact!



THE BIPOC SCHOLARSHIP FOR ASPIRING IBCLCS

Our Black Indigenous Person of Color (BIPOC) Scholarship for Aspiring IBCLCs was created to increase diversity among the IBCLC profession.



The BIPOC Scholarship for Aspiring IBCLCS continued....

According to the Academy of Lactation Policy and Practice (ALPP), "Breastfeeding disparities among African American mothers and other ethnicities persist due to systemic factors in communities of color like lack of quality support, poor hospital practice, predatory marketing of breast milk substitutes and insufficient local, state, and national policies that address social determinants of health." This disparity has detrimental effects throughout communities of color, and urgently needs to be addressed. By opening access for Black and other people of color to enter the field, we hope families can experience increased support for their breastfeeding journey.

THE PUMP IT UP! PROGRAM

New parents might be separated from their babies for a variety of reasons that would necessitate pumping milk, from returning-to-work to unforeseen emergencies. Access to quality breast pumps can positively impact a lactating parent's ability to continue provide milk for their baby.

The BRC Pump It Up Program subsidizes the cost of a hospital grade pump for low-income families and enables the purchase of kits for donated Spectra Pumps.



GENERAL FUND

The BRC works hard to keep its doors open and our services available to our community. Sponsorship of our General Fund helps cover rent for our facilities, salaries of our staff, and everything from hand sanitizer to nipple shields to cleaning supplies.

FUNDRAISING GOAL: \$150,000

Sponsorship Tiers

Champion Sponsor: \$10,000

Sponsor benefits:

- One VIP table (10 tickets) to the BASH and 2 corks for the Wine Game!
- A dedicated social media post announcing your sponsorship and linking to you, your organization, or business;
- Your name—or the name of your organization or business— and logo on our program webpage;
- Press release announcement of sponsorship;
- Your name—or your organization or business—Static newsletter ad for the whole year!
- Sponsor mention with each posting of our programs in social media or blog article;
- Listing in our full donor and annual report, as well as special end-of-year electronic newsletter.

Hope Giver Sponsor, \$5,000

Sponsor benefits:

- 5 tickets to the BASH and a cork for the Wine Game!
- A dedicated social media post announcing your sponsorship and linking to you, your organization, or business;
- Your name—or the name of your organization or business— and logo on our program webpage;
- Your name—or your organization or business—Static newsletter ad for the whole year!
- Sponsor mention with each posting of our programs in social media or blog article;
- Listing in our full donor and annual report, as well as special end-of-year electronic newsletter.

Advocate Sponsor: \$2,500

Sponsor Benefits:

- 2 tickets to the BASH and a cork for the Wine Game!
- Social media post linking to you, your organization or business, as well as the other sponsors of this program;
- Sponsor mention with each posting of our programs in social media or blog article;
- Listing in our full donor report.

Community Builder Sponsor: \$1,000

Sponsor benefits:

- One free Wine Game cork and 5 free 50/50 raffle tickets at the BASH
- Social Media Post announcing your sponsorship with your logo if applicable.
- Listing in our full donor report.

Warrior Sponsor: \$500

Sponsor benefits:

- Social Media Post announcing your sponsorship with your logo if applicable.
- Listing in our full donor report.

Supporter Sponsor: \$100

Sponsor benefits:

- Listing in our full donor report.

A note from the Executive Director:

We are so excited to celebrate our 21st Anniversary. When a colleague and I started the BRC in 2003, I never imagined what the BRC would look like in 21 years! To be honest, there were several times when we thought we needed to close our doors, but something always happened that let us keep going. We have finally reached the point that I've been striving for. We're thrilled that now, with your support, families will benefit from FREE visits if insurance doesn't cover it. We have made it equitable at last. I'm so proud of all of our programs and it feels so good to help new families at this vulnerable time in their lives. Our donors, our amazing board of directors and our incredible staff and volunteers truly made the BRC what it is today.

Sincerely,



PREFER TO WRITE A CHECK OR NEED AN INVOICE?

Name or Company as you want it listed: _____

Your name: _____

Email: _____

Sponsorship Amount: _____

Program you wish to sponsor:

- . Holly Program
- . Susan Parnes Make It Last Program
- . Pump It Up! Program
- . BIPOC Scholarship
- . General Operating

Choose One:

- . Send me an invoice
- . I'll send a check payable to "BRC" to 1355 Old York Rd. Suite 101, Abington, PA 19001
- . I'll use my credit card understanding I can do it online also.

Name on Credit Card: _____

Credit Card Number: _____

Expiration Date: _____

CVV: _____

BREASTFEEDING RESOURCE CENTER
1355 OLD YORK RD. SUITE 101
ABINGTON, PA 19001
PHONE: 215-886-2433
FAX: 215-886-2432
EMAIL: COLETTE@BRC4BABIES.COM