

Adoption Network Cleveland: The Ohio Family Connection

Annual Corporate Partners Program



2026



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

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

Wide 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*

Prominent advertising in event materials

Social media exposure

Inclusion in event media promotions

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

Partner link throughout our website

Tax-deductible donation

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

1. Porter Novelli (2020). Porter Novelli Purpose Tracker: Gen Z

2. Harvard Business Review. The Truth About CSR The Truth About CSR (hbr.org)

3.

4. Dave Thomas Foundation for Adoption (2022). 2022 U.S. adoption and foster care attitudes survey report (davethomasfoundation.org)

5.

6. Aflac Corporate Social Responsibility Survey, Aug-Sep. 2015

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.

2026 Corporate Partner Benefits

Presenting Partner - \$15,000

All benefits listed below in Friend level, highlighting "Presented by," plus:

Promotional Advertising

- Prominently displayed as Presenting Partner in all event promotions including our annual signature event and others TBA
- Four custom posts on social media

- Logo on ANC website for a year
- Mentioned as Presenting Partner in all Press Releases issued for a year
- Opportunity to be introduced at events

Advocate Level - \$10,000

All benefits listed in Friend level listed as Advocate Partner, plus:

Promotional Advertising

- Prominently displayed in all event promotions including our annual signature event and others TBA

- Two custom posts on social media
- Mentioned as Advocate level Partner in all Press Releases for a year
- Opportunity to be introduced at events

Champion Level - \$5,000

All benefits listed in Friend level listed as Champion Partner, plus:

- Listing in all event promotions including annual signature event and others TBA

Promotional Advertising

- 1 custom post on social media

Collaborator Level - \$2,500

All benefits listed in Friend level listed as Collaborator Sponsor, plus:

- Listing in all event promotions including annual signature event and others TBA

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 be level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report
- Acknowledgement at signature event



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



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:

Betsie Norris, Executive Director

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Email logo in PNG or EPS
format to Sarah Wolf at
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