



2017 Nonprofit of the Year Loudoun Chamber of Commerce  
2018 Entrepreneur of the Year Loudoun Chamber of Commerce



## 2020 Sponsorship Package

**We Grow Community Giving**

# Who We Are

## Community Foundation for Loudoun and Northern Fauquier Counties

The Community Foundation for Loudoun and Northern Fauquier Counties brings together people who care about their community by building everlasting grantmaking endowment—fund by fund, donor by donor.

Our Mission is to grow community giving by fostering a community of grantmakers, promoting strategic local leadership, and investing in partnerships for the benefit of the community of Loudoun and Northern Fauquier.

Our work involves much more than serving as grantmakers and working with caring donors, however. We also serve as capacity builders, conveners, and thought leaders. We build networks and maintain partnerships to achieve our vision for a better community. Our corporate sponsors are integral partners in our work.

The generosity and commitment of our donors and sponsors during the past 20 years has made possible the re-investment more than \$6,000,000 into our community to address needs and create solutions. As we embark on the 21st year serving our community, we invite you to join our work as a partner and investor.

*Community is not the Beneficiary  
Community is the Solution*



# Why Be An Annual Sponsor?

*Sponsorship is one of the fastest growing forms of marketing*

Join the community of philanthropically-minded businesses and increase your company's visibility and brand recognition through our community-wide work.

Corporate sponsorship gives you the opportunity to broaden your competitive advantage by increasing your credibility, image, and prestige.

Sponsorship offers the possibility of achieving several goals at once:

- **Enhance your image.** Strengthen how you are perceived by your target audience and shape buying attitudes that will touch the hearts and minds of your consumers.
- **Create positive publicity along with heightened visibility** and exposure in both electronic and print media.
- **Differentiate from your competitors** by taking advantage of the opportunity to stand out head and shoulders above the competition.
- **Being a good "Corporate Citizen" through our high-profile, year-long programs** showcases your business as supporting the community and contributing to its economic success.



*Your local Community Foundation  
stands at the crossroad of great  
need and great wealth.  
We invite you to stand with us.*

# Supporting Our Work . . . Showcasing Your Business

**Six key 2020 initiatives in our community showcase your business among a wide spectrum of Loudoun County residents as charitable, forward thinking, and caring.**

- Faces of Loudoun Community Awareness Campaign
- Give Choose
- Social Impact Institute
- Forward Turn Student Grantmakers
- Philanthropy Summit
- Claude Moore Nonprofit Training Center

## Faces of Loudoun

The Community Foundation for Loudoun and Northern Fauquier Counties is sharing stories of real citizens in Loudoun County to help raise awareness of need and the nonprofits who steadfastly serve our community. Our goal: for Loudoun County to become one of the most generous in Virginia.

The stories are showcased in social media, on a campaign website, posters, and print media in newspapers. With growing awareness and increased following, Faces of Loudoun is becoming a household name across our community.



**DANNI: MEDICINE FOR ME OR  
FOOD FOR MY FAMILY?**



**WILLIAM: EVERY CHILD  
DESERVES A WINNING SMILE**



**ANN-CHARLOTTE: THE MADNESS  
OF TEEN SUICIDE HAS TO STOP**

*Your employees, customers, and stakeholders will take notice as lives are changed through the telling of stories. Be part of shaping our community even more as we learn about local needs and local solutions.*

# A Day Of Community Giving



Our annual giving day encourages individuals, families, groups, and businesses to give where you live. To date, Give Choose has raised more than \$1,206,085 for local nonprofits.

## Give Choose 2019 Facts

- \$327,900 was raised through the generosity of more than 1,327 donors benefitting 93 nonprofit organizations
- We had more than 1,780,00 Give Choose media impressions (print and social)
- There were 41,035 visits to GiveChoose.org from April 23 - May 24, 2019
- 548 gifts were made for the first time a nonprofit
- 86% of our donors covered all credit card transaction fees
- 2019 sponsors helped contribute to a \$35,000 prize pool granted to nonprofits



## Give Choose is May 5, 2020

Be recognized as you demonstrate your business' commitment to Loudoun by turning giving into a shared community experience.

# Social Impact Institute

Offering personalized training and leadership development for our nonprofit executives and leaders is our way to ensure that your gifts made directly to local organizations are sound and well stewarded.

In 2020, the Social Impact Institute will deliver programs to enrich the professional skills and knowledge of our nonprofit leaders. Programs include:

- **Nonprofit Executive Fellowship**, an eight-month learning experience designed to develop current and future nonprofit leadership.
- **Strategic Planning Consortium**, a strategic planning program for nonprofits ready to take that next step.
- **Board Chair Roundtable**, providing peer support and training to Loudoun's nonprofit Board Chairs.
- **Racial Equity Framework**, a special initiative designed to foster knowledge, conversation, and a shared humanity.



*"Being able to share variety of experiences and ask for advice was most valuable."  
-Board Chair Roundtable participant*

# Philanthropy Summit



The Philanthropy Summit features topics of interest to businesses, foundations, community donors, elected officials, and nonprofit leaders.

The Community Foundation is known for convening the community around issues that are essential and often untapped. Previous Philanthropy Summits explored issues such as behavioral health, equity, and hunger. Our top Sponsors are featured and acknowledged front and center as we explore critical issues in our backyard and the solutions that will make a difference.

*Connecting donors who care with causes that matter*

## Claude Moore Nonprofit Training Center

In 2019, the Community Foundation opened its new Claude Moore Nonprofit Training Center. A unique space to host the Community Foundation's programs, the Claude Moore Nonprofit Training Center will also be available for nonprofits to reserve for their trainings and Board meetings. Sponsors logos will be displayed to guests and training attendees throughout the year.



*Be known as the business who helped change conversations around the dinner table from Sterling to Round Hill to Ashburn to Waterford to South Riding.*

# Forward Turn

Supported by the Community Foundation's S. Murray Rust and Mary H.C. Rust Student Philanthropy Project Endowment fund (one of our endowment funds), and in partnership with Loudoun County Parks Recreation and Community Services and its Youth Advisory Council, Forward Turn entrusts area high-school teens with the role as local grantmakers.

Participants take part in learning how to write grant proposals as well as analyze proposals submitted by local groups. We know we can help these teens strengthen their knowledge and commitment to charity and philanthropy as they become adults.

Programs like Forward Turn have been shown to more than quadruple volunteerism rates, double giving rates, and prepare our youth to be active community philanthropists into adulthood.



*Helping to teach the next generation the importance of philanthropy is just good business!*

# 2020 Sponsorship Levels

## \$10,000+ Trustee Sponsor

### Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters (large)
- Company LOGO on sponsorship page of the CFLNFC's website (large)
- Recognition as an annual sponsor through our social media channels (large)
- Company LOGO recognition on our 2020 Annual Sponsors banner displayed at all of our programs and events (large)
- Company LOGO in 2020 Report to the Community

### Faces of Loudoun Community Awareness Campaign

- Company LOGO on FacesofLoudoun.org website
- Company LOGO on campaign webpage

### Give Choose

- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Company LOGO on all Give Choose print materials
- Company LOGO listed on Give Choose sponsorship page
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prizes
- Company LOGO on Give Choose thank-yous

### Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership programs Social Impact Institute, Forward Turn, and the Philanthropy Summit



Estimated  
Impressions 1,000,000+

# \$5,000 Leader Sponsor

## Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on sponsorship page of the CFLNFC's website (medium)
- Recognition as an Annual CFLNFC's sponsor through our social media channels
- Company LOGO recognition on our 2020 Annual Sponsors banner displayed at all of our programs and events (medium)
- Company LOGO in 2020 Report to the Community (medium)

## Faces of Loudoun Community Awareness Campaign

- Company LOGO on campaign website
- Company LOGO on all campaign print ads and posters

## Give Choose

- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Company LOGO on Give Choose posters
- Company LOGO listed on Give Choose webpages
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prizes
- Company LOGO on Give Choose thank you e-Newsletter

## Leadership Programs

- Invitation to our community events and programs
- Public recognition as a sponsor of our Leadership programs Social Impact Institute, Forward Turn, and the Philanthropy Summit through our social media channels

Estimated Impressions  
300,000



## \$2,500 Sustainer Sponsor

### Community Foundation for Loudoun and Northern Fauquier Counties

- Company name listed on Sponsorship page of the CFLNFC's website (small)
- Recognition as an Annual CFLNFC's sponsor through our social media channels
- Company LOGO recognition on our 2020 Annual Sponsors banner displayed at all of our programs and events (small)
- Company name listed in 2020 Report to the Community

### Faces of Loudoun Community Awareness Campaign

- Company LOGO on homepage of campaign website

### Give Choose

- Company name on all Give Choose posters
- Company name listed on Give Choose sponsorship page
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of Give Choose Prizes
- Company name listed on Give Choose thank you email to all donors

### Leadership Programs

- Public recognition as a sponsor of our Leadership programs Social Impact Institute, Forward Turn, and the Philanthropy Summit



Estimated  
Impressions 200,000

## \$1,500 Supporter Sponsor

### Community Foundation for Loudoun and Northern Fauquier Counties

- Company name listed on Sponsorship page of the CFLNFC's website
- Company name/LOGO recognition on our 2020 Annual Sponsors banner displayed at all of our programs and events, including 20th Anniversary events
- Company name listed in 2020 Report to the Community

### Faces of Loudoun Community Awareness Campaign

- Company name listed on campaign website

### Give Choose

- Company name listed on Give Choose website
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize
- Company name listed on Give Choose thank you e-mails

### Leadership Programs

- Recognition as a sponsor of our Leadership programs Social Impact Institute, Forward Turn, and the Philanthropy Summit



Estimated  
Impressions 100,000