



# Community Foundation

for Loudoun and Northern Fauquier Counties

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

**We Grow Community Giving**



**2021  
Sponsorship  
Package**

# 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 21 years has made possible the re-investment more than \$8,800,000 into our community to address needs and create solutions. As we embark on the 22nd 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

**Five key 2021 initiatives in our community showcase your business among a wide spectrum of Loudoun County residents as charitable, forward thinking, and caring.**

- Give Choose
- Social Impact Institute
- Racial Equity Framework
- Philanthropy Summit
- Forward Turn Student Grantmakers

## Give Choose: 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 \$1,829,000 for local nonprofits.

### Give Choose 2020 Facts

- \$620,033 was raised through the generosity of more than 2,004 donors benefitting 85 nonprofit organizations
- We had more than 2,000,000 Give Choose media impressions (print and social)
- There were 80,184 visits to GiveChoose.org in 2020
- 858 gifts were made for the first time a nonprofit
- 87% of our donors covered all credit card transaction fees
- 2020 sponsors helped contribute to a \$30,000 prize pool granted to nonprofits



Give Choose coming Spring 2021

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 2021, the Social Impact Institute will deliver programs to enrich the professional skills and knowledge of our nonprofit leaders. Programs include:

- **Leadership Institute**, a three-month leadership development course for nonprofit and local government leaders and managers.
- **Board Chair Roundtable**, providing peer support and training to Loudoun's nonprofit board chairs.
- **Learning Lab**, a deeper-dive workshop series offering two full-day workshops to local nonprofit professionals. Workshop topics in 2021 include grant writing and board development.



*Participation in the Community Foundation's Board Chair Roundtable is one of the best opportunities for any board chair. Not only have I gain new knowledge on leadership, board development, fundraising and engagement, I have also developed critical relationships with other leaders."*  
- Board Chair Roundtable member

# Racial Equity Framework

Launched in 2020, the Racial Equity Framework is designed to help nonprofit and local government professionals address race, racism, and equity in their organizations.

As we continue the Racial Equity Framework in 2021, we anticipate offering the following programs:

- **The Onion Dialogues**, two half-day workshops teaching nonprofit leaders and community members how to talk about race and racism.
- **Racial Equity Audits**, professional consulting for two nonprofits to review their organizational practices and policies



# Philanthropy Summit



*Connecting donors  
who care with causes  
that matter*

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.

## 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!*

# 2021 Sponsorship Levels

## \$20,000+ Investor Sponsor

### Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters (largest)
- Company LOGO on sponsorship page of the CFLNFC's website (largest)
- Recognition as an annual sponsor through our social media channels (largest)
- Company LOGO recognition on our 2021 Annual Sponsors banner displayed at all of our programs and events (largest)
- Company LOGO in 2021 Report to the Community
- Top sponsor interview blog featured on CFLNFC website
- Company LOGO on Faces of Loudoun website (largest)

### 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
- Speaking opportunity to give sponsor address to audience during our leadership programs
- Recognition as a sponsor of our Leadership programs including Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit

### Estimated

Impressions 1,000,000+



# \$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 2021 Annual Sponsors banner displayed at all of our programs and events (large)
- Company LOGO in 2021 Report to the Community
- Company LOGO on Faces of Loudoun website (large)

## 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, Racial Equity Framework, 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 2021 Annual Sponsors banner displayed at all of our programs and events (medium)
- Company LOGO in 2021 Report to the Community (medium)
- Company LOGO on Faces of Loudoun website (medium)

## 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, Racial Equity Framework, 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 2021 Annual Sponsors banner displayed at all of our programs and events (small)
- Company name listed in 2021 Report to the Community
- Company LOGO on Faces of Loudoun website (small)

### 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, Racial Equity Framework, 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 2021 Annual Sponsors banner displayed at all of our programs and events, including 20th Anniversary events
- Company name listed in 2021 Report to the Community

### 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, Racial Equity Framework, Forward Turn, and the Philanthropy Summit

Estimated  
Impressions 100,000

