



ON YOUR FEET
FOUNDATION

We **HONOR** the choice of birthparents to place their child for adoption. We **EDUCATE** others about the challenges facing birthparents. We **EMPOWER** all of our clients by connecting them with resources, services and community.

2021 SPONSORSHIP OPPORTUNITIES



OVERVIEW

Founded in 2001 by adoption professionals, adoptive parents and a birthparent, On Your Feet Foundation was the first organization dedicated to providing post-placement services to birthparents who have placed their child for adoption. Recognizing the lack of available support, On Your Feet's founders focused on helping clients build a better life by giving them the tools they need through case management and coaching, monetary grants, and through the creation of a supportive community of birthparents.

Today, On Your Feet Foundation celebrates twenty years of service to the adoption community and continues to be one of the only organizations dedicated to providing comprehensive case management services, grants for adoption-competent counseling, tuition, and emergency rent assistance, as well as running birthmom-facilitated retreats for birthmoms residing in the US and beyond.

We offer a variety of sponsorship opportunities, in celebration of twenty years of birthparent support.



On Your Feet is here for birthparents at a time when they feel the whole world has forgotten their existence, their pain. But, what we do extends beyond birthparents because when we help one person, that impact resonates far and wide; improving outcomes for everyone in the adoption triad.



- Alexis Eyer
Executive Director, On Your Feet Foundation

20TH ANNIVERSARY SPONSOR

Offering the most flexibility, our twentieth anniversary sponsorship options are customized by tier, giving you the opportunity to choose a sponsorship level that best suits your organization's needs and goals.



	Supporting Sponsor \$2500	Advocate Sponsor \$5000	Premier Sponsor \$10,000
Thank you posts on all social media channels (includes your logo and links to your social media/web site)	30 posts over 12 months across Facebook, LinkedIn, Twitter, and Instagram	70 posts over 12 months across Facebook, LinkedIn, Twitter, and Instagram	125 posts over 12 months across Facebook, LinkedIn, Twitter, and Instagram
Sponsorship will be announced via email in our weekly newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Writeup on our News and Events page, linking back to your web site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on home page and all event pages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Choice of hashtags to add to all posts that mention your brand	<input type="checkbox"/>	Choose up to 3 customized hashtags used on all social media posts mentioning you	Choose up to 7 customized hashtags used on all social media posts mentioning you
On Your Feet Foundation leadership consulting services, custom-tailored to your organization's needs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Custom social media/web badge identifying you as a Premier Supporter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



20TH ANNIVERSARY SPONSOR

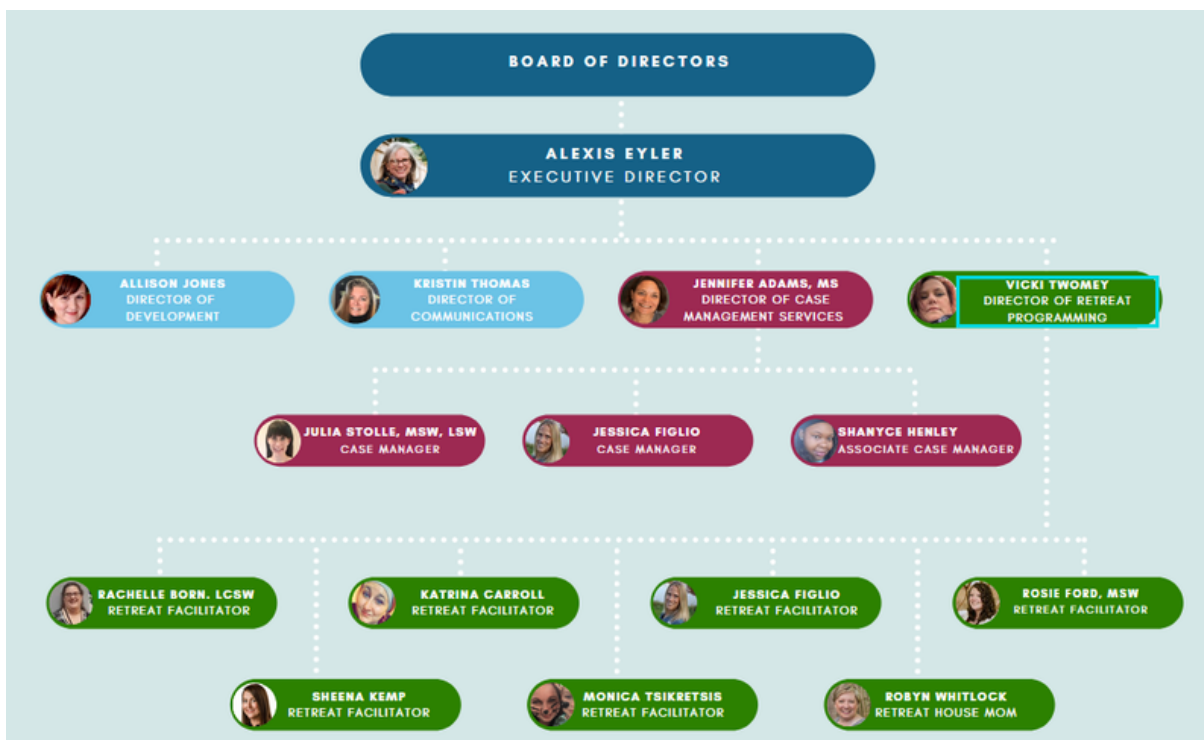
Consulting Benefits For Premier Sponsorship:

On Your Feet Foundation's leadership team provides consulting services in a variety of key areas. As part of your Premier Sponsorship package, our staff, which includes adoptees, adoptive parents, and birthparents, will provide consulting services based on your agency needs. Common requests include (but are not limited to):

- Providing a speaker for an adoption education event.
- A communications audit ensures that language used by your organization, in all media platforms, is adoption positive and inclusive of all perspectives within the adoption triad.
- Staff training/ online workshop in a customized adoption education topic, featuring the perspectives of birthparents and disseminating the knowledge On Your Feet Foundation has honed in its service to birthparents.

In addition to selecting a consulting package, your staff will be given access to our adoption education video library for a year. High quality adoption education materials will be accessible and feature a broad range of relevant topics to any adoption professional.

ON YOUR FEET FOUNDATION STAFF



EVENT SPONSORSHIP

On Your Feet Foundation hosts many events throughout the year, and each offers flexible opportunities for event sponsorship. These events provide support and community for hundreds of birthparents every year. Events that we host each year include:

- **Birthmom Retreats.** As part of our ongoing birthparent support we host regular birthmom retreats, both virtual and in-person.
- **BirthmomsConnect.** We host 4 moderated and 3 unmoderated Zoom calls each month, giving birthmoms the opportunity to form community regardless of where they may be located, with guided and inclusive support.
- **Birthmother's Day.** The majority of our clients have never been recognized on Birthmother's Day, which falls the day before Mother's Day. To honor them, we host an event honoring them, and send them gifts - bracelets made by a local, woman-owned business. In 2020, we mailed out more than 200 bracelets.
- We also host smaller events throughout the year, including art-making days, and a Vision Board class, to help our clients set their intentions for the New Year.

All event sponsorships include generous social media coverage for your organization, customizable to your needs.



RETREAT SPONSORSHIP

Retreat Sponsorship Opportunities

Our retreats are run “for birthmoms by birthmoms;” meaning that every woman at the retreat, whether a facilitator or participant, is a birthmom. These retreats are the one place where everyone understands each other because they have lived the same life-changing experience.

In 2020, we extended our retreat programming by adding virtual retreats, to supplement our in-person retreats. Our retreat staff completely redesigned our retreat curriculum to best serve these shorter, more streamlined virtual retreats, and as a result, we saw wider participation due to easier access, since travel is not required, making virtual retreats accessible to all. Whether in-person or virtual, the birthmoms we serve can choose the retreat format that best meets their needs.

Retreat sponsorships cover the cost of:



- scholarships
- facilitator fees
- supplies
- staffing
- meals/accommodation (in-person retreats)
- follow up support from case management staff
- Access to post-retreat counseling with an adoption-competent therapist



There are millions of birthmothers, in America alone - just America - who weren't educated, weren't given options counseling, and aren't getting supported afterwards, and that is a huge, huge problem. When you look at post-placement care, this is why On Your Feet (Foundation) exists.

- Hope O Baker, Birthmother, Author
Speaker, Activism in Adoption Speaker Series

RETREAT SPONSORSHIP



Retreat Sponsorship Levels

	Meal Sponsor \$750 (in person only)	Gift Box Sponsor \$1000	Virtual Retreat Sponsor \$5000	In-person Retreat Sponsor \$7500
Logo Placement on retreat materials	On the program and at the table	On the program and in the gift boxes	On all distributed materials	On all distributed materials
Sponsorship will be announced via email in our weekly newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thank you posts on all social media channels with your logo and links	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Donation recognition on social media (1 year)	Donation recognition on social media (1 year)
Your branded swag provided to retreat participants	On the table at the sponsored meal	In the Retreat Gift Box	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your logo added to our web site	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Choice of hashtags to add to all posts that mention your brand	<input type="checkbox"/>	<input type="checkbox"/>	Choose up to 3 customized hashtags	Choose up to 7 customized hashtags
Custom social media/web badge identifying you as a Premier Supporter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



BIRTHMOMSCONNECT SPONSORSHIP

On Your Feet Foundation offers supportive calls to the birthparent community in the form of Weekly Zoom calls. 2020 pushed us to find new ways to serve the birthparent community in challenging times and found a silver lining. Through our BirthmomsConnect calls, we are reaching birthmothers in wider geographic areas and in larger numbers. Many participants tell us that this is the first time they have had any opportunity for a supportive community.

BirthmomsConnect
One Month Sponsor
\$500

Sponsorship at this level will fund staffing and coordination of one month of BirthmomsConnect calls.

Your logo will be on our BirthmomsConnect web page for one month and you will be thanked publicly throughout that month in our social media.

2021 BirthmomsConnect
Connection Sponsor
\$5,000

Sponsorship at this level funds outreach, expert moderation, and for staff follow up with call participants to offer resources and case management support as needs arise.

Your logo will remain on the main page of our web site for one year. Your support will be highlighted in an email to our subscribers and consistently, with your logo, throughout the year on all of our social media accounts.



I first discovered OYFF in 2008 but was unable to access their resources due to distance - I live in Alaska. Then, this year, with the onset of Covid-19, when the support groups went online, I was suddenly able to participate, and what a gift it has been! The acceptance and welcome I received, and the immediate sense of community, overwhelmed me. I am awed by how empowering and healing it is to be surrounded by women who intuitively understand the complexity of emotions I experience as a birth mother.

ACTIVISM IN ADOPTION SPONSORSHIP

Our monthly speaker series, *Activism in Adoption*, provides innovative programming that brings together all sides of the adoption triad, along with adoption professionals, for open and honest conversations on challenging adoption topics. Our speakers are all sought-after experts in their fields, many of whom are also adoption triad members, and ours is the only speaker series in the country to regularly feature birthmothers in our speaking roster.

Each session is recorded and will be packaged and sold in chapters following the live event. The content will serve as adoption education training and made available for purchase.



Activism in Adoption
Race + Relationships + Resilience

2 PM Central Standard Time Each Session is 90 minutes


 Dr. Beverly Daniel Tatum, Author


 Pamela Cook, Adult Adoptee


 Cathy Crossno, Birthmother


 Liz Pryor, Birthmother

October 11th, 18th, 25th, & November 1st, 2020




Activism in Adoption
Race + Relationships + Resilience

RESILIENCE: FINDING HOPE AND LIGHT

January 17th, 2021 2PM, CST

Hope Baker:
Speaker,
Birthmother and
author of *Finding Hope*



Liz Pryor:
moderator,
Birthmother and
author of *Look At You Now*



This session generously sponsored by Bravelove

REGISTRATION IS FREE FOR BIRTHPARENTS




Activism in Adoption
Race + Relationships + Resilience

When Your Family Doesn't Look Like You

Moderator


 Shanyce Henley, Birthmother

Speaker


 Isaac Etter, Adult Adoptee

Panelist


 Nam Holtz, LMSW, Adult Adoptee

Racial bias, privilege, and how families can help their adopted children develop a strong racial identity.

February 21st, 2021 2pm, CST




Activism in Adoption
Race + Relationships + Resilience

Parenting in SPACE: Therapeutic Parenting in the Pandemic

Speaker


 Billy Kaplan, LCSW

Moderator


 Nam Holtz, LMSW, Adult Adoptee

March 21st, 2021
2pm, CST

Thank you to Friends in Adoption for their generous sponsorship of this series.



ACTIVISM IN ADOPTION SPONSORSHIP

Speaker Series Sponsorship Levels

Resource Sponsor \$250

Logo placement on all event resources made available to the audience



Topic Sponsor \$750

Logo placement on all event resources made available to the audience

Complimentary tickets for staff for one sponsored session of Activism in Adoption, up to 10 attendees (\$400 value)

Logo placement on all event materials and event webpage related to that month's topic

Social media promotions of that topic will include your logo



Chapter Sponsor \$2,500

*The 2021 series consists of 4 chapters

Logo placement on all event resources made available to the audience

20 Complimentary tickets for staff to be used at any dates in 2021

Logo placement on all event materials and event webpage related to chapter topics

Social media promotions of that topic will include your logo

25% off full price tickets for families for all sessions at your referral

Logo placement on event signage and extended logo placement on the On Your Feet Foundation event website

Custom social media/web badge identifying you as a Premier Supporter



SUSTAINED SUPPORT SPONSORSHIP

Supportive Sponsor



Supportive Sponsorship is a \$30,000 commitment, split over three years of giving. The Supportive Sponsor recognizes the importance of sustained support in order to best support our mission, and offers sponsors an opportunity to expand their giving to a three-year period. This level of support best helps us to plan and implement the kind of services and community support birthparents need in order to heal and thrive.

As such, this sponsorship ensures that funds are available to allocate to ongoing and future community building programs. With Zoom, we are no longer constrained by geographic location, and are now assisting birthparents across the United States and Canada.

In recognition of this level of sponsorship, your logo will remain on the main page of our web site for three years and your generosity will be acknowledged regularly across all of our social media channels. You will also be featured in email to our subscribers, comprised of adoption triad members, potential adoptive parents, and adoption professionals, as well as in a special post in the News section of our web site. Supportive Sponsors receive custom social media/web site badges identifying their giving level, suitable for use on their own site and social media.



I feel like all of us have our own unique stories of challenge, and pain, and difficulty, and no matter how often we wonder, “why do things happen in my life the way they do,” it’s really important to remember that it’s not so much what happens to us in our lives as how we choose to get through it.

- Liz Pryor, Birthmother, Author
Speaker, Activism in Adoption Speaker Series

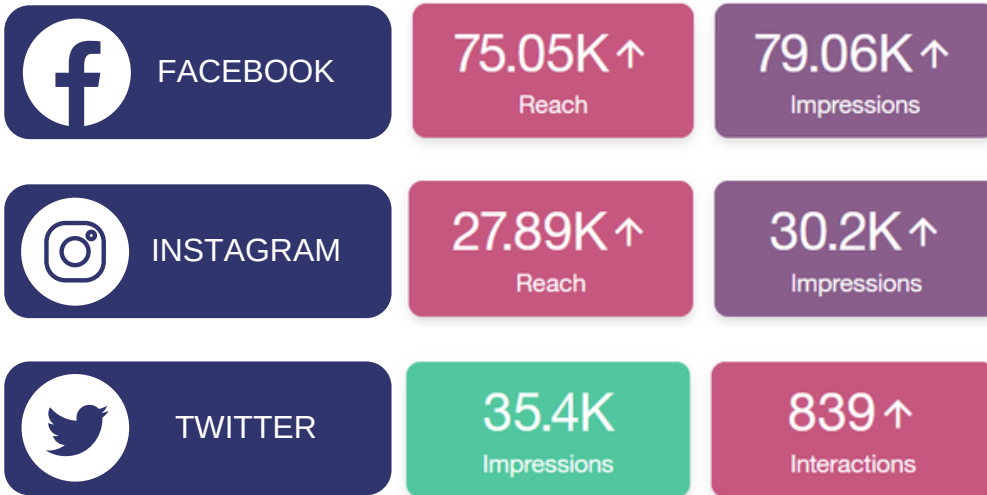


SOCIAL MEDIA SPONSORSHIP BENEFITS

Many of our giving levels include recognition across our social media channels.

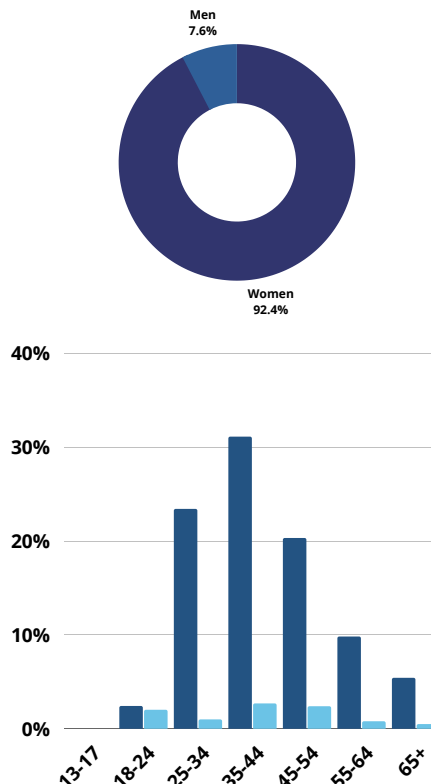
Our social media reach gives us the opportunity to push your organization's message to a larger, more engaged audience than you may be able to reach on your own.

OYFF 2021 FIRST QUARTER SOCIAL MEDIA REACH

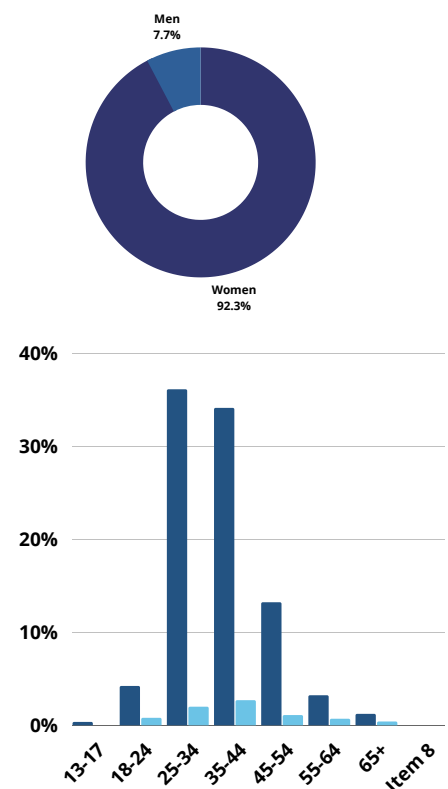


Our social media audience is a mix of birthmoms, adoptees, expectant parents, potential adoptive parents, and adoption professionals. All tiers of sponsorship offer you the opportunity to get your message in front of a larger, adoption-focused audience. Since January 1, 2021 Facebook reach has increased by 180.6%, and our Instagram reach by 43.4%.

FACEBOOK DEMOGRAPHICS



INSTAGRAM DEMOGRAPHICS



LET'S TALK



Helping you find the right sponsorship opportunity, including customizing an opportunity to best match your giving needs, is something we would love to do.

contact:

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224-858-OYFF



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