

2024 SPONSORSHIP AND PROGRAM FUNDING OPPORTUNITIES

“Pregnancy and Postpartum Support” Learning Series – May 2024

WithinReach produces and hosts free learning events gathering community leaders to discuss health issues and strategies for achieving better outcomes for Washington families. [May 2024’s virtual webinar series](#) will focus on one of today’s most complex and consequential health matters: pregnancy and postpartum support. We will spotlight topics of connection, partnership, and advocacy as we explore ideas and innovations that create healthier starts for children and parents in Washington.

Opportunities

\$5,000	\$2,500	\$1,000
<ul style="list-style-type: none"> • Top-tier logo placement on all promotional and presentation materials • Acknowledgment as lead sponsor during each event • Your support highlighted in multichannel marketing promotion • Social media recognition – 2 posts • Listing in annual Impact Report 	<ul style="list-style-type: none"> • Second-tier logo placement on all promotional and presentation materials • Acknowledgment as sponsor during two events • Social media recognition - 1 posts • Listing in annual Impact Report 	<ul style="list-style-type: none"> • Logo placement on all promotional and presentation materials • Acknowledgment as sponsor during two events • Listing in annual Impact Report

Your Reach

- 800+ projected registrants
- 4,036 reached by each email communication
- 7,117 social media followers
- Inclusion in branded materials for the event and multichannel marketing promotion

Washington Coalition on Medicaid Outreach (WCOMO)

WCOMO brings together community-based organizations and state agencies to share information about Medicaid, innovative outreach strategies, policy changes, current public health data, and health care reform so that the state healthcare system can efficiently and effectively respond to the needs of Washington residents who are uninsured, underinsured, and enrolled in Medicaid.

WithinReach convenes quarterly WCOMO meetings, which are attended by partners and stakeholders from clinics, hospitals, and community-based organizations across the state, and also from state agencies including Department of Social and Health Services, Health Care Authority, and the Health Benefit Exchange. Events take place in March, June, September, and December.

Opportunities

\$5,000	\$2,500
<ul style="list-style-type: none"> • Opportunity to present a 5-minute “partner update” to WCOMO attendees • Promotion in all WCOMO event communications • Verbal acknowledgment during program and listing in slide presentations • Recognition on WithinReach website • Social media recognition as sponsor – 1 post • Listing in annual Impact Report 	<ul style="list-style-type: none"> • Promotion in all WCOMO event communications • Verbal acknowledgment during program and listing in slide presentations • Recognition on WithinReach website • Listing in annual Impact Report

Your Reach

- 800 industry professionals emailed with meeting invitations and updates
- 350+ meeting attendees
- 7,117 social media followers

HelpMeGrowWA.org/ParentHelp123 Resource Finder

With more than 350,000 unique visitors each year, our website for parents and providers and its searchable Resource Finder is one of our most significant tools, utilized by people living in every county of Washington State. On our site people can find essential food, health, basic needs, and child development resources and information. After a major overhaul of the site, WithinReach will launch a new-and-improved site in January 2024, which features reorganized and refreshed content, increased functionality, more languages and accessibility options, and a tested platform that will allow families to easily locate the local resources they need, when they need them. For the first time, we will have the opportunity to highlight sponsors and partners on our website and there will be a significant marketing push to raise awareness about the site and its improvements.

Opportunities

\$25,000	\$15,000
<ul style="list-style-type: none"> • Logo placement on the website for two years • Your support highlighted in multichannel marketing promotion • Social media – 2 posts • Listing in annual Impact Report 	<ul style="list-style-type: none"> • Logo placement on the website for one year • Social media – 1 post • Listing in annual Impact Report

Your Reach

- 339,402 unique webpage views
- 4,036 reached by email communication
- 7,117 social media followers
- Inclusion in materials promoting site re-launch

Opening Doors, Strengthening Families Fall Campaign (ODSF), October 2024

Our annual ODSF campaign raises critical funds to ensure that more Washington families receive the support and connection to resources they need to be safe and healthy. Throughout the campaign, WithinReach and our fundraising champions reach out to their networks to share our campaign website and bring new supporters into the WithinReach community.

Opportunities

\$10,000	\$5,000
<ul style="list-style-type: none">• Top-tier logo placement as Premier Sponsor on the ODSF Campaign webpage• Identified as Premier Sponsor in all ODSF communications• Social media recognition - 2 posts• Listing in annual Impact Report	<ul style="list-style-type: none">• Second-tier logo placement on the ODSF Campaign webpage• Identified as a sponsor in all ODSF communications• Listing in annual Impact Report

Your Reach

- 4,036 reached by each email communication
- 7,117 social media followers
- Mentions in multichannel marketing promotion

PROGRAM FUNDING OPPORTUNITIES:

WithinReach’s longstanding partnerships with community supporters have helped us refine and improve our service to families. We welcome exploration of opportunities that align with the specific objectives and priorities of your organization. Opportunities for funding project-based collaboration include supporting our Washington Prenatal-to-Three (PN3) Coalition work, improving food security for families in Washington, creating culturally relevant outreach materials, developing surveys for families, and recruiting parent leaders to lift up their voices in positive system change.

If you are interested in exploring these or other opportunities, please contact us to discuss possibilities.

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About WithinReach

OUR VISION: Healthy, vibrant communities in Washington where all families have the opportunity to thrive.

OUR MISSION: WithinReach serves as a key connector and advocate for families in Washington, particularly those currently and historically affected by disparities. We partner with communities to co-design and connect families to equitable systems support and to ensure essential resources are available and accessible to young children and their caregivers.

OUR CORE STRATEGY: Make the connections that families need to be healthy by serving as a trusted link to critical resources and creating and advocating for innovative solutions that improve overall health and health equity.