

Give Where YOU LIVE

In 24 hours of online giving you can support nonprofit organizations servicing the Roanoke Valley through **Roanoke Valley Gives** day.

It's as easy as point-click-give, for as little as \$10
Only on March 18, 2020
rvgives.org



What is Roanoke Valley Gives?

Roanoke Valley Gives, an initiative of Community Foundation Serving Western Virginia formerly Foundation for Roanoke Valley, is a 24-hour online giving event designed to inspire and grow philanthropy across the Roanoke Valley! We hope to empower those who love the community to easily support their favorite causes or charitable organizations.

What is the goal of Roanoke Valley Gives?

Our fourth annual Roanoke Valley Gives day proved to be a success – raising over \$820,000 for the local nonprofit community in a 24-hour period. With the fourth year under our belt, the Community Foundation truly believes the community and the participating nonprofit organizations will reach our \$800,000 goal on March 18, 2020! Additionally, Community Foundation Serving Western Virginia is seeking support to establish the incentive prize pool with a goal of generating over \$40,000 from the corporate community and fundholders to provide prize money (grants) to participating nonprofits.

How does Roanoke Valley Gives work?

Anyone can donate to their favorite nonprofits from March 18 from 12:00a.m. through 11:59p.m. via rvgives.org. Nonprofits and donors can track progress throughout the 24-hour event. Additionally, the Community Foundation will promote the campaign through pre-event, day-of-event and post-event marketing materials, social media and awarding prizes in the form of grants to participating nonprofits.

Who participates?

We had over 167 local nonprofits participate in Roanoke Valley Gives day last year. Nonprofits must be a 501(c)3 tax-exempt organization located in and serving the cities of Roanoke and Salem and the counties of Botetourt, Craig, Franklin and Roanoke. Donors at all levels are invited to “give where you live” and donate to their favorite nonprofits while sharing the opportunity with their networks.

Partner with Roanoke Valley Gives!

A wide range of sponsorships are available for businesses, companies and fundholders that wish to partner with Community Foundation Serving Western Virginia to support Roanoke Valley Gives. Roanoke Valley Gives will reach across the entire Roanoke Valley, helping local nonprofits raise money, while raising the visibility of your business through our marketing campaign! For more information, please contact Kaitlyn Van Buskirk at kaitlyn@cfwesternva.org or call 540-985-0204.



ROANOKE VALLEY GIVES

SPONSORSHIP FORM

Please return form by October 18, 2019.

Payment due by February 1, 2019.

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We need YOUR help!

Support your community by partnering with the Community Foundation!

YES! I/We want to support the community and become a Roanoke Valley Gives sponsor at the following level:

- \$10,000 Platinum Partner
- \$5,000 Gold Partner
- \$2,500 Silver Partner
- \$1,000 Bronze Partner
- \$500 Community Supporter

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

Phone #: _____ Email: _____

Company Website: _____

Does your company use: Facebook? Y/N Twitter? Y/N

Please indicate your payment method: ____ My payment is enclosed ____ Please send me an invoice

Please return this form to:

Community Foundation Serving Western Virginia, ATTN: Kaitlyn Van Buskirk, P.O. Box 1159, Roanoke, VA 24012



ROANOKE VALLEY GIVES

An initiative of Community Foundation Serving Western Virginia

March 18, 2020

Incentive Grants Pool

SPONSORSHIP LEVELS

PLATINUM PARTNER (1 Available)

\$10,000

- Individual Platinum Partner page featured on giving day website, direct link from logo to your business website
- Level of Sponsorship mentioned on local news
- Highlighted logo in the February article of Valley Business Front Magazine
- Name and logo prominently featured on Foundation T-shirts, banners, social media, and email blasts
- Name and logo prominently featured in Foundation Annual Report
- Named grant with opportunity to present at least one top award and speak on behalf of your company or foundation at the after-event luncheon
- Logo featured on Awards Luncheon invitation. Goes out to all Foundation Board, Sponsors, and Nonprofit participants

GOLD PARTNER

\$5,000

- Name and/or smaller logo listed on Roanoke Valley Gives website, direct link from logo to your business website
- Level of Sponsorship mentioned on local news
- Name and/or smaller logo prominently featured on T-shirts, banners, social media, and email blasts
- Name and/or smaller logo listed in Foundation Annual Report
- Named grant with opportunity to present one or more awards at the after-event luncheon
- Invite and recognition of your company at the Community Foundation's Annual Celebration
- Logo featured on Awards Luncheon invitation. Goes out to all Foundation Board, Sponsors, and Nonprofit participants

SILVER PARTNER

\$2,500

- Name and/or smaller logo listed on Roanoke Valley Gives website, direct link from logo to your business website
- Name listed on social media and email blasts
- Name listed in Foundation Annual Report
- Named grant with opportunity to present an award at the after-event luncheon
- Invite and recognition of your company at the Community Foundation's Annual Celebration
- Logo featured on Awards Luncheon invitation. Goes out to all Foundation Board, Sponsors, and Nonprofit participants

BRONZE PARTNER

\$1,000

- Name listed on Roanoke Valley Gives website, direct link from business name to business website
- Name listed on social media
- Name listed in Foundation Annual Report
- Invite to after-event luncheon
- Invite to the Community Foundation's Annual Celebration

COMMUNITY SUPPORTER

\$500

- Name listed on Roanoke Valley Gives website
- Name listed on social media
- Name listed in Foundation Annual Report
- Invite to after-event luncheon
- Invite to the Community Foundation's Annual Celebration

NOTE: 100% of sponsorship monies will be awarded to participating local nonprofit organizations. Community Foundation Serving Western Virginia is not eligible.

The Community Foundation and the nonprofit community thank you for your consideration of a sponsorship opportunity. Your donation will help make an even greater impact across the Roanoke Valley on March 13!

Sponsors played a vital role in 2019 results:

\$823,476

Raised in 24 hours

4,672

TOTAL GIFTS



\$53,250

SPONSORSHIPS



167

PARTICIPATING
NONPROFITS

\$25,000

LARGEST GIFT

smallest gift \$10

\$176.26

AVERAGE GIFT