

CaPa



Celebrating more than
41 years

of healing
**hearts
& homes!**

2017

PARTNERSHIP OPPORTUNITIES

CAPA is an organization you can
feel good supporting.



Since 1975, CAPA has been
committed to *preventing* and *treating*
all forms of child abuse and neglect by
creating changes in individuals, families and society
that *strengthen relationships*
and *promote healing*.



Each year, CAPA serves
hundreds of
children and adults
through its comprehensive programs.



YOU can join us in celebrating over 41
years of healing hearts and homes!



Become a
CAPA Partner
TODAY!

THANK YOU

to our 2016 Partners!

Ascend Learning LLC

The Beye Family

BlueCross BlueShield of Kansas City

Burmeister Gilmore LLP

Centerpoint Medical Center

Cockerell & McIntosh Pediatrics

Commerce Bank

Consolidated Communications Foundation

Corporate Copy Print

Crawford Sales Inc.

Hendrick Lexus Kansas City

Kohl's Corporation

Ken & Cindy McClain

McCormick Distilling Co.

Michele McIntosh, MD

Omni Human Resource Management

Oswald Roam Rew & Fry LLC

QuikTrip Corporation

Tom Seck, DO

Speaks Family Legacy Chapels

State Street Corporation

Symphonic Financial Advisors

PARTNER PROFILE



Speaks Family Legacy Chapels go above and beyond to support children, CAPA and its community.

Over the years, Speaks has contributed tens of thousands of charitable funds to support CAPA's programs. Even more, its staff have been active on CAPA's Board, special event committees, and participate as volunteers in other heartfelt ways. The Speaks Family is also known to show up in style to CAPA's events. We are so appreciative of all they do to help ensure the success of our mission.

Speaks is active on Social Media. Follow them to learn more about their good work and strong family values at:

www.speakschapel.com
www.facebook.com/speaksfuneralhome
www.youtube.com/SpeaksChapel

Speaks was founded by Rollie and Beth Speaks in the summer of 1936. They had a simple mission: to take care of grieving families in the midst of their loss. They worked seven days a week and the community responded favorably. Rollie and Beth's son, Bob Speaks, began running the funeral home in the 1970s and expanded the care provided to include the entire community. Speaks Suburban Chapel on E.39th Street was built during those years. Today Bob's two sons Brad and David Speaks help lead the business and continue the family legacy.

Mission Partnerships

As a 2017 CAPA Partner, you join in helping hundreds of local children and individuals find safety and support to achieve their full potential. The following Partnership Levels support CAPA's mission the whole year through and also have marketing benefits throughout the full calendar year.



Partnerships benefits include, but are not limited to, the following:

RIBBON | **\$10,000**

- ✂ Year-long logo placement on:
 - CAPA Connection E-Newsletter (Monthly / 3,500+ distribution)
 - Other CAPA e-communications (1-2 per month / 3,500+ distribution)
- ✂ Primary logo and link placement on Partner Page on CAPA's website
- ✂ Press release with logo, feature photo and quotes from key leadership in company
- ✂ Logo signage in CAPA's lobby and board room
- ✂ Logo signage at all CAPA functions (outreach efforts, client socials and fundraisers)
- ✂ Partner acknowledgment in 2017 agency video (debuted to live audience of 100+ and shared on YouTube)
- ✂ Partner spotlight in one of CAPA's e-newsletters with additional link to feature on Facebook (3,350+ "LIKES")
- ✂ 10 company-specific acknowledgements on CAPA's Social Media throughout the year
- ✂ Ongoing team building and service opportunities for employees

HEART | **\$5,000**

- ✂ Year-long logo placement on:
 - CAPA Connection E-Newsletter (Monthly / 3,500+ distribution)
 - Other CAPA e-communications (1-2 per month / 3,500+ distribution)
- ✂ Secondary logo and link placement on Partner Page on CAPA's website
- ✂ Press release with logo, feature photo and quotes from key leadership in company
- ✂ Logo signage at all CAPA functions (outreach efforts, client socials and fundraisers)
- ✂ Partner acknowledgment in 2017 agency video (debuted to live audience of 100+ and shared on YouTube)
- ✂ Partner spotlight in one of CAPA's e-newsletters with additional link to feature on Facebook (3,350+ "LIKES")
- ✂ 8 company-specific acknowledgements on CAPA's Social Media throughout the year
- ✂ Ongoing team building and service opportunities for employees

HOPE | **\$2,500**

- ✂ Year-long logo placement on:
 - CAPA Connection E-Newsletter (Monthly / 3,500+ distribution)
 - Other CAPA e-communications (1-2 per month / 3,500+ distribution)
- ✂ Logo and link placement on Partner Page on CAPA's website
- ✂ Partner spotlight in one of CAPA's e-newsletters
- ✂ Logo signage at all CAPA functions (outreach efforts, client socials and fundraisers)
- ✂ 6 company-specific acknowledgements on CAPA's Social Media throughout the year
- ✂ Ongoing team building and service opportunities for employees

DREAM | **\$1,500**

- ✂ Year-long logo listing on:
 - CAPA Connection E-Newsletter (Monthly / 3,500+ distribution)
 - Other CAPA e-communications (1-2 per month / 3,500+ distribution)
- ✂ Logo and link placement on Partner Page on CAPA's website
- ✂ 4 company-specific acknowledgements on CAPA's Social Media throughout the year
- ✂ Ongoing team building and service opportunities for employees

Mission Partnerships (cont.)

JOURNEY | \$500

- ⌘ Year-long logo listing with link in:
 - CAPA Connection E-Newsletter (Monthly / 3,500+ distribution)
- ⌘ Logo and link placement on Partner Page on CAPA's website
- ⌘ 2 company-specific acknowledgements on CAPA's Social Media throughout the year
- ⌘ Ongoing team building and service opportunities for employees

Project-Specific Partnerships

BLUE RIBBON RAFFLE | \$2,500 (1 available)

As part of CAPA's April Child Abuse Prevention Month initiatives, we will be hosting a signature month-long raffle to generate awareness and funds for its mission. This partnership will help fund this initiative and will provide some of the following marketing benefits:

- ⌘ Exclusive logo placement on raffle tickets and raffle brochure (1,250+ distribution)
- ⌘ 2 company-specific acknowledgements on CAPA's Social Media during March-April (3,350+ "LIKES")
- ⌘ Facebook Live raffle announcement on May 1, 2017 featuring your key staff

MISSION VIDEO | \$1,000 (3 available)

CAPA will be debuting a new agency video in 2017 to showcase client success stories and feature other interviews from key staff, Board members and stakeholders. This partnership helps fund this project and provides some of the following marketing benefits:

- ⌘ Featured logo on video (ongoing distribution through YouTube, website, Social Media, public presentations)
- ⌘ Acknowledgement on video postings with direct link to company website

In-Kind Partnerships

In addition to monetary partnerships, you may have other resources that could support CAPA's mission. Many In-kind Partnerships receive the same benefits as monetary partnerships of the same level.

Types of In-Kind Support

- ⌘ **Printing Services** - Help CAPA cut printing costs for an upcoming project like event invitations.
- ⌘ **Advertising** - Donate one of the ad spots from your company's package with a local publication.
- ⌘ **Volunteers** - Set up amazing team building opportunities for your employees!
- ⌘ **Items and Services** - Donate items or services that could directly benefit our clients, our agency and/or our special events. Examples include:
 - For Client - Free Health Scans
 - For Agency - Free Legal Consultation
 - For Events - Company tickets to Royals / Chiefs / Sprint Center for staff appreciation or fundraising.



	MISSION PARTNERSHIPS					PROJECT-SPECIFIC		
	Ribbon \$10,000	Heart \$5,000	Hope \$2,500	Dream \$1,500	Journey \$500	Raffle \$2,500	Video \$1,000	Inkind Varies
Premier Benefits	Year-long logo and link in monthly e-newsletters	✂	✂	✂	✂			
	Partner logo with direct link on new Partner Page on CAPA's website	✂ Primary	✂ Secondary	✂ Secondary	✂	✂		
	Partner spotlight in CAPA Connections E-Newsletter (3,500 + distribution)	✂	✂	✂				
	Partner spotlight shared on Facebook (3,350 + "LIKES")	✂	✂	✂				
	Press release with logo, feature photo and quotes from key leadership in company	✂	✂					
	Logo signage in CAPA's lobby and board room	✂						
	Logo signage at all 2017 CAPA functions (outreach efforts, client socials, fundraisers, etc)	✂	✂	✂	✂			
	Company-specific acknowledgements on CAPA's Social Media throughout the year	✂ x 10	✂ x 8	✂ x 6	✂ x 4	✂ x 2	✂ x 2	
	Ongoing team building, service and training opportunities for employees	✂	✂	✂	✂	✂	✂	
	Exclusive logo placement on raffle tickets and raffle brochure (1,250 + distribution)						✂	
Other Benefits	Facebook Live raffle announcement on May 1, 2017 featuring your key staff					✂	✂	
	Featured logo on video (ongoing distribution through YouTube, website, Social Media, public presentations)	✂	✂				✂	
	Acknowledgement on video postings with direct link to company website						✂	
	✂	✂	✂	✂	✂	✂	✂	✂

Partner Levels include, but are not limited to the following benefits:

Knowing that you have helped make a true difference in the lives of children!

2017 CAPA Partnership Engagement Form



Contact Information

Company Name	Contact Name
Phone	E-mail
Address	
City, State	Zip

Levels | Please check Partnership option(s) you wish to support in 2017.

Mission Partnerships

- \$10,000 - Ribbon
- \$5,000 - Heart
- \$2,500 - Hope
- \$1,500 - Dream
- \$500 - Journey

Project-Specific Partnerships

- \$2,500 - Blue Ribbon Raffle
- \$1,000 - Agency Video

Other

Please check other areas where you may be able to support CAPA! We will plan to reach out to discuss.

- Printing Services
- Advertising
- Volunteers
- In-Kind Donations for clients, raffle packages, etc.

Note: All Experience Partnerships are exclusive and will be available on a first-come, first-serve basis.

- Please accept my gift of \$_____, in lieu of, or in addition to, my participation in the above partnerships.

All checks must be made payable to "CAPA."

In-kind Support - In-kind contributions receive the same ticket benefits as monetary partners of the same level for each event. Additional benefits will vary depending on total value of in-kind donation.

Payment Option:

- One-time Payment** due upon receipt of partnership invoice
- Installment Plan** (2-4 agreed upon payment due dates. Partner will receive separate invoices per due date.)

By signing this form, I have agreed to join in supporting CAPA's mission and give permission for a representative to contact me to confirm commitment and further process my charitable partnership(s).

Signature: _____ Date: _____

Return completed form to development@capacares.org or mail to:
CAPA, Attn: Development, 503 E. 23rd Street, Independence, MO 64055

Partnership commitment deadlines are ongoing. Early commitment ensures full marketing benefits.
The Child Abuse Prevention Association (CAPA) is a 501(c)3 tax-exempt organization.

Thank you for supporting CAPA!

816.252.8388 | capacares.org |  /1CAPA

CaPa

Healing Hearts and Homes

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