

Community Partner Guide



Jacob's Heart is committed to engaging with local organizations and businesses to make the greatest impact on families in our community. Thank you for being a part of heartfelt connections, inspiring stories, and the shared joy of giving.

Why Partnerships Matter

Increasingly, consumers are investing their money in companies that demonstrate transparency and social impact. When you put your name alongside a respected public cause, you build goodwill for your company. By supporting a trusted organization like Jacob's Heart you'll have a direct impact on people in your community.

Community partnerships are an essential tool for a nonprofit's success. Jacob's Heart engages with community partners to tap into new fundraising sources, increase our pool of supporters, spread the word about our cause, and build capacity for larger projects which may require private resources.

"Alone we can do so little, but together we can do so much" - Helen Keller

Who We Partner With

- Local Media Organizations
- Community Groups such as:
 - Lion's Club
 - Sports Teams
 - Sororities/Fraternities
 - Churches
- Non-Profit Organizations
- Retail Shops
- Restaurants
- Small Businesses
- Corporations
- *And more*

Our service areas include Santa Cruz, Monterey, San Benito, and Santa Clara Counties in California. We work with partners of all sizes who are interested in supporting families in these communities.

Community Partner Opportunities

Sponsorship

Every year, Jacob's Heart hosts a number of events and you can be a part of the magic. Past examples include a 5k/10k Run, Golf Tournament, Gala Dinner, Spring Soiree, Holiday Party, Family Summer BBQ, Carnivals, and Camps. Depending on the type of event, we offer a variety of sponsorship packages at


different giving levels. To sign up, fill out this [Sponsorship Commitment Form](#). Your logo will be displayed on marketing materials as we promote the event and have a presence at the event. You can easily leverage that sponsorship to create stories about your community engagement for the media.

Fundraisers

Whether you're hosting a birthday party, car wash, pajama drive, or baseball tournament we want to hear about your creative fundraiser ideas! We can help make your event successful by sharing Jacob's Heart messaging so it's clear to your supporters what the funds are going towards. Due to our small team, we can't make it to every fundraiser, but we'll do our best to support you when we can.

Cause Marketing

Cause marketing involves donating a portion of proceeds from a product or service back to our organization, or collecting donations for us at a local business. In exchange, Jacob's Heart markets your company as a partner. Promotions can be a single day, multiple days, or ongoing. An example of this type of marketing; is Sleight of Hand Pizza, which donates 20% of its sales from its monthly fundraiser on the last Monday of the month. Leading up to the fundraiser, we cross-promote through our social media channels and monthly emails to help promote the event.

 **September is Childhood Cancer Awareness Month** and is our busiest time of year for Cause Marketing. We share our cause marketing partners on our website, send emails, and promote on social media. This is the best time of year to get involved because our marketing efforts increase and you will get more media exposure.

To follow standards set by the Internal Revenue Service and the Better Business Bureau, companies that are part of a cause-marketing campaign must tell the customer exactly how much of the purchase price is being donated back to the benefiting organization.

We Do:	We Do Not:
<ul style="list-style-type: none">• Allow use of our name and logo to promote your event or cause marketing campaign• Provide awareness materials, including information about our organization.• Promote your fundraiser or campaign.• Monitor the campaign to ensure it is conducted in a professional manner that benefits both parties' respective public images.• Can submit a press release for an event.	<ul style="list-style-type: none">• Organize any part of your event or campaign logistics.• Share our mailing list.• Sell your products or services.• Allow any promotional materials that do not clearly disclose the specific percentage or amount of proceeds being donated to the organization.• Support fundraisers that involve controversial subject matter that can be contrary to our mission.• Fill out grant or funding requests on behalf of other entities

How to Get Involved

To get started, please reach out to our Outreach Coordinator, Allyssa Gil-Ojeda, at allyssa@jacobsheart.org or (831) 717-8629.

All successful partnerships start with building strong relationships. We look forward to getting to know you and working together to strengthen our community.

Donations

Checks should be made out to Jacob's Heart Children's Cancer Support Services and mailed to 567 Auto Center Drive, Watsonville, CA 95076. If you would like to schedule a check presentation, please reach out to your Jacob's Heart contact. These are great photo opportunities for us both to share on social media.

Receipts are sent when a donation is received and tax letters are mailed by January 15th each year so you have them ready as you prepare your taxes.

**Jacob's Heart Children's Cancer Support Services is a 501(c)(3) Nonprofit Organization
EIN 68-0413822**

Thank you for supporting our mission to improve the quality of life for children with cancer and support their families in the challenges they face.



567 Auto Center Drive
Watsonville CA, 95076



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(831) 724-9100
jacobsheart.org