



MENU OF PARTNERSHIPS

ADOPT A FAMILY 2024



Are you looking for a meaningful way to give back during the holiday season? For many local families struggling just to make ends meet, the luxury of purchasing gifts for their children during the holiday season simply does not exist. That's where the Adopt-a-Family program steps in. Baltimore Family Alliance works with city schools to identify families in need and matches them with families looking to give back. Over the years—and due to the overwhelming generosity of Baltimore families like yours!— the Adopt-a-Family program has been able to provide clothing, toys and support to over 2,000 families in need and counting!

In 2023, BFA's Adopt-a-Family program supported over 700 families, and this year we expect a greater need. We are partnering with:

- Dr. Nathan A. Pitts-Ashburton Elementary/Middle School**
- Centro SOL**
- Francis Scott Key Elementary/Middle School**
- Govans Elementary School**
- Margaret Brent Elementary/Middle School**
- Wolfe Street Academy**

Baltimore Family Alliance's mission is to support city families and family living in Baltimore. We achieve our mission by connecting communities and empowering families to advocate for great schools, safe streets, and vibrant neighborhoods- the three factors that matter most to families when deciding where to live.

All sponsorships include affordable opportunities to showcase your business throughout the community through various outlets including the Baltimore Family Alliance website, our weekly email to over 5,300 followers with a 48% open rate, and our social media channels that reach 6,500+ on Facebook and 2,400+ on Instagram.

Benefits for sponsors:

\$1,500 - \$5,000

- Logo on poster displayed at 6 partner schools
- Opportunity to be present at gift drop-off to share about your business
- Plus all benefits listed below

\$500 - \$1,499

- Recognized on website, email newsletter, and social media
- Opportunity to put swag or information in bags given to adopters & recipient families

