



Strategic Giving

Corporate

*Engagement with
Helping Mamas
Knoxville*



Partnering to Make a *Difference*

Helping Mamas is Knoxville's only baby supply bank. We connect corporate partners like you to meaningful sponsorship opportunities that directly impact the **health, safety,** and **dignity** of women, children, families living in poverty. Your investment creates immediate, tangible impact—and engages your employees in purpose-driven work.

Sponsorship Recognition & Benefits

We believe in celebrating our corporate partners with our strong and growing community reaching **30,000+ people each month** on Facebook and Instagram with **double-digit yearly growth** — ensuring your support is shared with an engaged audience that believes in helping women and children.

Depending on the level and type of sponsorship, we offer a variety of recognition and impact-sharing opportunities:

Social Media Recognition

on our social channels we average a higher engagement rate than the market standard.

Logo Placement

on our website and e-newsletter

Sponsor Spotlight

in our monthly e-newsletter to 3,000+ subscribers

Custom Impact Summary

including testimonials and photos from your sponsorship in action



Distribution Events

Your sponsorship helps stock diapers and wipes, coordinate logistics, and engage community partners in underserved communities.

Mobile Distribution Events

\$7,500

Sponsor our mobile unit as it brings a month's supply of diapers and wipes directly to **500 children in underserved communities** — reaching families facing transportation barriers and urgent need.

Enhance Your Experience

- + Up to 4 **employee volunteers** can take part in a Mobile Distribution event alongside Helping Mamas
- + Helping Mamas can display your company's logo on-site with **branded signage**



WHY IT MATTERS:

1 in 2 families in Tennessee struggle with diaper need. Without diapers, parents miss work, and children miss early learning.

Essential Items

Your sponsorship provides critical items for families — supporting safety and long-term stability and growth.



Nursery Needs Project

\$1,000 per child

Provide a full bundle of essentials for a newborn: car seat, crib, clothing, bottles, hygiene items, and a four-month supply of diapers and wipes.

Back-To-School Sponsorship

\$2,000 - \$6,000

Sponsor backpacks filled with supplies for 100 - 300 children returning to school.

WHY IT MATTERS: **1 in 4 students** can't afford supplies to prepare for their academic year.

Pack 'N Play Sponsorship - Safe Sleep & Ride

\$2,500

Purchase 20 portable pack n plays to ensure babies have a safe place to sleep.

WHY IT MATTERS: Tennessee averages **3 infant sleep-related deaths** per week.

Car Seat Sponsorship - Safe Sleep & Ride

\$3,000

Purchase 20 car seats to ensure safe infant travel.

WHY IT MATTERS: Motor vehicle injuries are a **leading cause of death** among children; car seats reduce this risk by 71%.

Enhance Your Experience

- + Invite your team to the warehouse for a **volunteer day** and see your impact first hand.
- + **Branded signage** featured on-site and in social media content.

Wheels of Change

\$33,000 (Half) / \$66,000 (Full)

Sponsor a semi-truck filled with 150,000 / 300,000 diapers. This provides diaper relief for up to **12,000 children**.



Kit-Making

Your sponsorship provides essential kits for families and includes all supplies, plus a Helping Mamas staff member onsite to coordinate the event and share the mission—bringing the heart of our work directly to your team.



Period Products Kits

\$2,500

Your team will assemble **500 period product kits**, the majority of these kits benefitting teens and women's shelters. Each kit includes pads, liners, and a note of encouragement. You also get to decorate canvas bag for the teen bags.

WHY IT MATTERS:

1 in 4 teens have missed class due to lack of period products—a solvable barrier to education and dignity.

Baby Hygiene Kits

\$2,500

Your team will assemble **200 baby hygiene kits** with baby wash, shampoo, lotion, washcloth, rash cream, bottle, and pacifier.

WHY IT MATTERS:

Basic hygiene is vital for a child's development—but not covered by government assistance programs like SNAP or WIC.

Adult Hygiene Kits

\$4,000

Your team will assemble **100 adult hygiene kits**

WHY IT MATTERS:

66% of low-income families have skipped purchasing hygiene products like soap, shampoo, toothpaste, or period supplies to afford food or rent.

Customized Partnerships

Designed to fit your organization—from hands-on volunteer days to year-round giving, these opportunities are as unique as your team.

Warehouse Volunteer Day

\$3,500+

Support logistics, operations, and product sorting while offering your team a **branded day of impact**.

These book out months in advance so don't wait.

Annual Impact Partner

\$10,000+

Join Helping Mamas as a key partner with **year-round** logo recognition and a annual **volunteer** opportunity.

Let's Build Something *Together*

We would love to customize a partnership to meet your goals. From hands-on service to high-impact giving, Helping Mamas offers opportunities that uplift your brand and our community.

CONTACT:

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