



YWCA Northeast Indiana's
2024 Sponsorship Proposal

Race Against Racism 5K Walk/Run

Ally Up!

When

April 27, 2024 • 9am - 12pm

Where

Purdue University Fort Wayne
2101 East Coliseum Boulevard
Fort Wayne, IN 46805

eliminating racism
empowering women

ywca

Northeast Indiana



2023 Event Information

- 270+ attendees
- More than 21k raised to help racial justice efforts

2023 Community Partners

- Alzheimer's Association
- Amani Family Services
- Care Source
- Center for Nonviolence
- Chi Eta Phi Nursing Sorority: Zeta Eta Chapter Fort Wayne
- Courageous Healing
- Great Heights ABA
- HealthVisions
- Healthier Moms & Babies
- Mainstay Music Therapy, Inc.
- Neighborhood Health
- Parkview
- PFW's Multicultural Center
- Pure Abilities, LLC
- The League for the Blind & Disabled
- Unitarian Universalist Church

Join YWCA Northeast Indiana's

Race Against Racism:

Ally Up!

The Race Against Racism 5K Walk/Run is a fundraiser for YWCA Northeast Indiana's racial justice efforts, which include community events, promoting education about racism and racial justice, and more. The 2024 Race Against Racism will focus on building allies to help shape our community's youth, creating a more inclusive future.

Race participants will receive a "Couch to 5K" training guide which will contain workouts as well as educational and engaging materials. Join us for the 2024 Race Against Racism, where we will run, walk, and move together towards a better, more just community for all!

*"Equality is giving everyone a shoe;
Equity is giving everyone a shoe that fits."*

About Us

YWCA Northeast Indiana is dedicated to eliminating racism and empowering women. We help adults and children experiencing domestic violence to understand the dynamics of domestic violence so that they are empowered to live a life free from abuse. Our addiction recovery program helps adult women with substance use disorder live in recovery so that they can take back control of their lives, including reunifying with family and friends. We also provides education to adults and students about domestic violence and diversity.

Around 50% of people served by YWCA Northeast Indiana are people of color. YWCA recognizes the importance of racial justice and building equity in our community, for the benefit of our clients, their families, and our community as a whole.



Our Team

Paula Hughes-Schuh

Chief Executive Officer

Kristina Johnson Nussbaum

Chief Revenue Officer

Carla Kilgore

Director of Mission Advancement

Heather Guy

Racial Justice Coordinator

Hannah Shoue

Grant Manager

Kerigan Riley

Marketing Coordinator

eliminating racism
empowering women
ywca
Northeast Indiana

Race Against Racism

Sponsorship Levels

	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500	Nonprofit Rate* \$250
Logo on T-Shirt	large	large	small	small	small
20% registration discount	x	x	x	x	x
Logo on signage at the event	x	x	x		
Exclusive social media post with logo	x	x	x		
Logo displayed on Couch to 5K training guide	x	x			
Prominent recognition in YWCA Northeast Indiana's monthly newsletter	x	x			
Emcee announcement of company name and support	x				
Logo prominently displayed on event webpage	x				



*We are offering a nonprofit rate for 501c organizations with budgets under one million dollars.

To confirm eligibility for the nonprofit rate, please contact Hannah at hshoue@ywcaerew.org.

eliminating racism
empowering women
ywca
Northeast Indiana

Building a more just and equitable community takes all of us; will you help YWCA run the race against racism?



In-Kind Donations

In-kind donations of your time, expertise, goods, or services are welcome. Let us know how you would like to contribute in non-monetary ways to our Race Against Racism 5K.

Custom Sponsorship Opportunities are Available

Please contact Hannah at hshoue@ywcaerw.org to discuss your sponsorship.

eliminating racism
empowering women
ywca
Northeast Indiana

RACE AGAINST RACISM 5K WALK/RUN 2024 PLEDGE FORM

Company Name: _____ Company Contact: _____

Address: _____

City/State/Zip: _____

Work Phone: _____ Mobile: _____

Email Address: _____

Method of Payment: Check Enclosed Invoice : Contact _____

Credit Card: Visa Mastercard American Express

Credit Card #: _____ Security Code: _____ Expiration Date: _____

Race Against Racism 5k Walk/Run Sponsorship:

\$3,000 - Platinum \$1,000 - Silver \$250 - Nonprofit

\$2,000 - Gold \$500 - Bronze

Total \$ _____



2023 Sponsors

Thank you for sponsoring last year's event!



eliminating racism
empowering women
ywca
Northeast Indiana

Powered by the AEP Foundation & Indiana Michigan Power