



## **Partnership for Drug-Free Kids Trailblazers for Hope Corporate Citizens Challenge**

Our nation is facing a crisis. We are losing 174 individuals a day to overdose, with 115 of those the result of opioids alone. Increasingly, families and communities ravaged by the opioid epidemic are turning to the Partnership for Drug-Free Kids for help.

We are the leading nonprofit dedicated to reducing substance use among adolescents and young adults, and supporting families struggling with a loved one's substance use. We empower families with free information, science-based resources, actionable support and free one-on-one guidance to get the help their loved one needs. The relentless demand for our family services makes financial support from corporate partners as important as ever.

Therefore, we are asking the corporate sector to join together in our ***Trailblazers for Hope Corporate Citizen Challenge*** and help us raise \$1.5 million to help an additional 30,000 families in need through our Helpline Services.

We hope leaders across various industries will commit to financially supporting our direct support services so we can bring every resource to bear to help families and caregivers of young people with substance use disorders.

***Thank you to Google, MasterCard and Facebook who are of the first to pledge their support!***

With gratitude for your investment, the Partnership will recognize corporate citizens for your financial contributions through our Corporate Citizenship Program.

This recognition program provides our partners with ways to achieve their business and corporate responsibility goals through substantive partnership, employee and consumer engagement, and event sponsorship. Involvement provides our partners with the unique benefit of being recognized for supporting the Partnership's efforts to help families, in turn elevating participating companies as positive corporate citizens in the communities they serve.

### **Visionary (\$500K+) Benefits Include:**

- Connection with Partnership for Drug-Free Kids prominent nation-wide brand
- Showcase corporate citizenship across all Partnership platforms including:
  - On our website *Partners Page* - Drugree.org has over 4.5 million visitors annually
  - Acknowledgement in the Partnership News Service and e-communications that reach over 150,000
  - Included in relevant press releases, and given the opportunity to provide a quote about their support as well as receiving a quote from the Partnership's CEO to use within their own press releases or news advisories
  - Spotlight in the Medicine Abuse Project report
  - Promotion across all Partnership social channels
- Assistance around curating an impactful charitable giving strategy to achieve your CSR goals
- Employee engagement opportunities, including workplace education/giving and advocacy
- Access to exclusive events and sponsorship opportunities
- Annual learning opportunity and on-site briefing by a Partnership staff or field expert.
- Customized employee wellness and education portal
- Dedicated team of senior level executives, including Partnership CEO and Board involvement
- Company branding and recognition in select collateral

### **Innovator (\$250K-\$499K) Benefits Include:**

- Connection with Partnership for Drug-Free Kids prominent nation-wide brand
- Showcase corporate citizenship across Partnership platforms including:
  - On our website *Partners Page* - Drugree.org has over 4.5 million visitors annually
  - Highlight in the Partnership annual report
  - Acknowledgement in the Partnership News Service and e-communications that reach over 150,000
  - Included in relevant press releases, and given the opportunity to provide a quote about their support as well as receiving a quote from the Partnership's CEO to use within their own press releases or news advisories
  - Spotlight in the Medicine Abuse Project report
  - Promotion across all Partnership social channels
- Employee engagement opportunities, including workplace education/giving and advocacy
- Annual learning opportunity and on-site briefing by a Partnership staff or field expert.
- Customized employee wellness and education portal

### **Champion (\$100K-\$249K) Benefits Include:**

- Connection with Partnership for Drug-Free Kids prominent nation-wide brand
- Showcase corporate citizenship across all Partnership platforms including:
  - On our website *Partners Page* - Drugree.org has over 4.5 million visitors annually
  - Highlight in the Partnership annual report
  - Acknowledgement in the Partnership News Service and e-communications that reach over 150,000
  - Included in relevant press releases, and given the opportunity to provide a quote about their support as well as receiving a quote from the Partnership's CEO to use within their own press releases or news advisories
  - Promotion across all Partnership social channels
- Employee engagement opportunities, workplace giving and advocacy

### **Leader (\$50K-\$99K) Benefits Include:**

- Connection with Partnership for Drug-Free Kids prominent nation-wide brand
- Showcase corporate citizenship across all Partnership platforms including:
  - On our website *Partners Page* - Drugree.org has over 4.5 million visitors annually
  - Highlight in the Partnership annual report
  - Acknowledgement in the Partnership News Service and e-communications that reach over 150,000
  - Promotion across all Partnership social channels

### **Supporter (\$10K-\$49K) Benefits Include:**

- Connection with Partnership for Drug-Free Kids prominent nation-wide brand
- Showcase corporate citizenship across all Partnership platforms including:
  - On our website Drugree.org that has over 4.5 million visitors annually
  - Highlight in the Partnership annual report

*For more information, contact  
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