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Jersey Cares 2023 Diaper Drive

Hello,

The Jersey Cares Diaper Drive was created in response to the huge deficit between the supply and demand of many critical products during the COVID-19 pandemic. Due to lack of essential resources, such as diapers, many families are left unable to provide for their children. After working with our nonprofit partners over the past three years, Jersey Cares realized that the need to provide diapers to families who do not have access to them is constant and was only heightened by the pandemic.

Corporate partnerships are essential to maximizing the impact of the Diaper Drive. With the support of your company, thousands of parents in New Jersey will receive brand new diapers to help care for their young ones.

Below are varying levels in which your company can support in-need families through the Diaper Drive:

Presenting Sponsor: \$7,000

- Recognition:
 - Listed as the Presenting Sponsor on the Jersey Cares website home page and lead logo placement on all outgoing marketing materials related to the Diaper Drive.
 - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn.
- Complimentary 1-hour customized virtual volunteer activity for up to 50 volunteers. Project details to be determined with a Corporate Relations Manager.
- If signing up to collect Diaper Drive items:
 - Access to online registration materials.
 - Access to customized donation page via YouGiveGoods to engage your employees in the Diaper Drive virtually.
 - Customized communications for your company to promote and execute a Diaper Drive internally.
 - Complimentary donation pick-up from up to 3 New Jersey locations. Pick-up dates must be scheduled based on availability of Jersey Cares staff.

Gold Sponsor: \$2,500

- Recognition:
 - Logo listed on all outgoing marketing materials related to the Diaper Drive.
 - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to collect Diaper Drive items:
 - Access to online registration materials.
 - Access to customized donation page via YouGiveGoods to engage your employees in the Diaper Drive virtually.
 - Customized communications for your company to promote and execute a Diaper Drive internally.
 - Complimentary donation pick-up from up to 2 New Jersey locations. Pick-up dates must be scheduled based on availability of Jersey Cares staff.

Silver Sponsor: \$1,000

- Recognition:
 - Logo listed on all outgoing marketing materials related to the Diaper Drive.
 - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to collect Diaper Drive items:
 - Access to online registration materials.
 - Access to customized donation page via YouGiveGoods to engage your employees in the Diaper Drive virtually.
 - Complimentary donation pick-up from up to 1 New Jersey location. Pick-up date must be scheduled based on availability of Jersey Cares staff.

Bronze Sponsor: \$500

- Recognition:
 - Logo listed on all outgoing marketing materials related to the Diaper Drive.
 - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to collect Diaper Drive items:
 - Access to online registration materials.
 - Access to customized donation page via YouGiveGoods to engage your employees in the Diaper Drive virtually.

Sponsorship

An investment in Jersey Cares will support delivery of the full range of Jersey Cares' programs and provide capacity to engage employees in these programs according to the company's goals and the interests of its employees. Your gift will enable Jersey Cares to reach out to New Jersey's communities, bringing together our residents to tackle our most pressing challenges, create opportunities for struggling neighbors and make life in our state better for all who live and work here.

Conditions:

- Jersey Cares will distribute Diaper Drive items to 501c3 nonprofit organizations, public schools, and government agencies that have pre-registered to receive diapers. Companies cannot select nonprofit beneficiaries.
- If signing up to collect Diaper Drive items:
 - Corporate sponsors are responsible for collecting items listed on the accepted Diaper Drive list. Jersey Cares is not responsible for purchasing or gathering any items for your company.
 - Jersey Cares will not provide collection boxes or other containers for collection.
 - Sponsors at the "Bronze" sponsorship level will be responsible for delivering or shipping collected donations to the Jersey Cares office at 290 W Mt. Pleasant Avenue, Suite 1320, Livingston, NJ 07039 by a date determined by Jersey Cares.
 - All sponsorship levels are non-exclusive.
 - All sponsorships are valid until January 31st, 2024.

Cause Marketing Opportunities

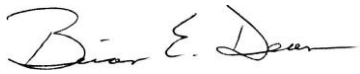
If your company is unable to support the Jersey Cares Diaper Drive with a financial sponsorship, please consider organizing a Cause Marketing Campaign. Jersey Cares will partner with your company to create a custom Cause Marketing Campaign that promotes your company's product or service while mutually benefitting the Diaper Drive. For more information about Cause Marketing opportunities, please contact Evan Lewis, Director of Corporate & Foundation Relations at evan@jerseycares.org.

Your Support at Work

In 2022, Jersey Cares executed 7 statewide collection drives benefitting thousands of individuals throughout New Jersey. In partnership with over 250 nonprofit organizations, Jersey Cares donated 4,790 school supply kits to under resourced students through our School Supply Drive; over 62,000 diapers through our Diaper Drive, benefitting hundreds of families during the COVID-19 pandemic; 18,208 winter coats to individuals through our Coat Drive; 3,890 Halloween costumes for children of low-income families through our Halloween Costume Drive; 4,603 gifts for children who may not normally receive gifts around the holidays; thousands of hygiene items through our First Night Kit program, benefitting homeless or transitioning individuals; and hundreds of supplies for animal shelters through our Animal Shelter Helpers program.

I look forward to talking with you more and continuing a creative partnership with your company through the support of the Jersey Cares Diaper Drive. We will follow up with you shortly, however, please feel free to call our office at 973-533-1993 should you have any questions or if you would like additional information in the interim. Again, all of us at Jersey Cares are pleased to be continuing this conversation and look forward to hearing back soon.

Sincerely,

A handwritten signature in black ink that reads "Brian E. Dean". The signature is written in a cursive style with a large, stylized initial "B".

Brian E. Dean
President and Chief Executive Officer