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PEOPLE EFFECTING PEOPLE SPONSORSHIP PROGRAM FAQ

What is the PEP Sponsorship Program?

The PEP Sponsorship Program is the official instrument for contributions to our programs. It is the most direct method for a corporation or individual to support our mission and vision in the community. In return, PEP will provide official acknowledgement and gratitude for the donation via Public Relations involvement (as appropriate according to sponsorship level), sponsor logo and link on the "PEP Thanks" page (logo and link subject to PEP approval) and an official PEP logo to place on the Sponsor's site.

Your sponsorship of PEP will go a long way. In 2012, PEP provided dance classes, senior walks, free software classes, and youth summer events all with generous donations from individuals and local business owners.

Donations made to the Sponsorship Program must be coordinated with the PEP Director's Team.

Who are we?

People Effecting People was founded in 2012 by a group of leaders who could no longer ignore the pressures of economic hardship and needed to find a way to make a difference and create opportunity in the community. Our motto "in our communities, creating a legacy, building the future" describes what we believe to be our mission on this earth. Through collaboration and partnership, sacrifice and hard work, we will transform the existing pattern in the community as it relates to art, sports, health and education. We will organize, mobilize and facilitate a positive social change and create a positive impact on the youth, adults and seniors in our community.

Today's economic hardships are driving our seniors back into the workplace, pressuring our youth to pursue illicit activities and deteriorating the family dynamic in our communities. Finding and paying for quality services, events and programs is a major concern for the people of our communities. People Effecting People will adequately provide access to resources, plan events, offer programs and services at low to no cost.

These programs will provide opportunities to come together, encourage and learn from one another and address the challenges that face us as a group. Through mentoring, participation, support and education we will conquer the social and cultural barriers to personal development.

PO BOX 62, BRENTWOOD, MD 20722

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What is our goal?

Our goal is to guide and empower the community into a healthy lifestyle with an emphasis on personal growth and community connections using positive role models and neighborhood-based programs. We promote educational excellence, economic self-sufficiency and community engagement through creative education and critical thinking, leadership development, action and service missions in the community.

What is our vision?

The vision of People Effecting People is to be the premier provider of programs and services of excellence, to build a stronger, healthier, more self-reliant community transforming the way families live, learn, and relate to each other and the larger community. Our dedicated team provides services at a low cost that will improve the lives of the residents in the District of Columbia, Maryland and Northern Virginia and strengthen the community as a whole by implementing programs based on ever changing neighborhood needs.

How are we funded?

PEOPLE EFFECTING PEOPLE is a non-profit 501(c)(3) under FROM THE HEART TO THE HAND WHOLISTIC SERVICES. We are funded entirely through gifts and grants from individuals, foundations, corporations and institutions.

Why should I sponsor PEP?

Working with People Effecting People in the community creates a strong cross-sector partnership enabling us both to advance our community goals. It provides you as a business an opportunity to give back to society. This partnership can be a successful collaboration making a significant and lasting impact across the communities thereby, creating a mutually beneficial relationship for you, for us, and the community.

By sponsoring People Effecting People, you show your support for our mission and help sustain a vibrant organization. Sponsorship also provides you the opportunity to "give back" to the community where you live and work. Finally, since PEP is non-profit organization, sponsorship provides attractive tax benefits.

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Where will my sponsorship funds go?

People Effecting People runs multiple programs that benefit the community. We provide many opportunities such as scholarships for disadvantaged youth, summer events while school is out, senior programs and events, and family and friends programs in the community that encompass our core of health, wellness, sports, arts, and education. Your sponsorship would contribute to these events, programs, scholarships and services. We raise funds for battered women, homeless, disadvantaged youth and low-income families to support our core focus of community revitalization.

We also have the normal business operating expenses which go with any organization that include administrative costs, marketing and PR.

Your sponsorship will allow the PEP to meet these expenses as well as expand our capability to maintain our leadership in the community. Funding will allow us to fulfill our mission and enhance our community outreach.

How can your business benefit from our organization?

Businesses have the unique position of being community leaders, driving the economy of the local area and contributing to the community's well-being. This position sets business owners up to seamlessly benefit the community by helping local non-profits and optimize their business' footprint in the area.

Partnering and providing resources will bring new people through the door of your business. There are people who are supporters of servicing the community who may have never heard of your business. In partnering with us you're gaining market awareness and possibly some new customers who will already have good feelings about you because you are helping their favorite cause.

Also, your business will win some valuable PR points. People will look at your business differently. This more than makes up for any revenue you give up through the discounts and donations. This is the sort of thing that people will remember throughout the year. You most likely have regular customers who like to patronize your business. Those loyal customers will become more familiar with the nonprofits that you are supporting.

Showing how your business values its local customer's helps to promote a positive brand identity. If you pick a cause you're truly passionate about, the benefits are double since you'll get the personal satisfaction of helping out a charity close to your heart.

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I'd like to talk to someone about supporting PEP!

For more information about supporting PEP, please contact our Executive Director. Sponsorship donations are handled differently from standard non-directed donations, so if you want your donations to be part of the Sponsorship program (and thus obtain the benefits of the program), you must coordinate the donation with the Executive Director.

All information will be kept in strictest confidence.

How do sponsorship renewals happen?

Your sponsorship will run for one year after the date of receipt of payment. For this period, we shall display your logo on our SUPPORTERS page. Two months before the end of your sponsorship, we will contact you (via the same method as was used to arrange the initial sponsorship) requesting renewal. If renewal has not occurred by the renewal date of the sponsorship, PEP may remove the sponsor's logo from the SUPPORTERS page.