



Corporate Sponsorship Package





MISSION STATEMENT

We are an advocate to orphaned children who are in need of safe and loving support through adoption, foster care and mentorship.

Around the world, 17,000 children die each day from hunger, 8 million are displaced, 2 million are enslaved, 153 million children are orphaned, and 2 billion live in extreme poverty. In many of these places, there is no foster care system, no clean water, not enough food or even shelter, never mind loving arms around them to keep these children safe from harm. Many older children are not wanted because they are considered “damaged” or undesirable, due to having suffered early deprivation or trauma, or simply because of their age or ethnicity. Yet, these are the children who will shape the world of tomorrow ... we hope for the better.

Childless Mothers Adopt (“CMomA”) 501c3, supports efforts to help bring these children in need together with *childless* women, men, couples and partners who are impassioned and positioned to provide a safe and loving home, or other forms of support to orphans in need.

Our mission is to provide 3 critical offerings that are necessary for any single individual, or couple considering pursuing adoption, or participating in other ways to be of service to children who need them.

1. **During the Exploration and Preparation Phase, we are their CONDUIT...** offering Education about the Resources available to understand the plethora of possibilities to help children in need, both domestically and internationally.
2. **During the Commitment Phase we are their PORTAL ...** Offering a gateway to explore the option of adoption through a collective journey experience whereby our organization will research, plan and help fund trips, called the “CMomA Journeys” each year...traveling to places around the world where the children have the least amount of resources. These journeys will offer the opportunity to find the child or children attendees are open to adopting. We also give CMomA grants, through an application process, to childless women, men and couples who have the necessary resources available to care for a child, and who could use the financial support to cover adoption costs and/or the medical or educational needs.
3. **After returning home from the “CMomA” journey as a family of two or more...we offer COMMUNITY support ...** connecting them with helpful follow up resources and services as they transition themselves into their new “family”. New parents will have access to a “Parenting Preparation Foundation Course” which will be a requirement for CMomA grant recipients and Journey participants. We are also in development of creating a CMomA Coaching Certification Program as well.

ALLOCATION OF DONATIONS

CMomA strives to invest the resources of our generous Sponsors into services and activities that support our core mission, as well as effectively grow the organization so that we may serve more orphans in need of adoption, foster care and mentorship.

1. Annual CMomA Fundraising Gala

This is a major source of revenue for the organization and monies raised during this event will be used to fund ongoing initiatives. A portion of Corporate Sponsor monies and in-kind donations will be allocated to expenses related to producing the Gala.

2. CMomA Grant Program

We aim to give up to twenty \$5000 CMomA Grants per year to eligible new parents adopting older children in need both domestically and internationally.

3. CMomA Journey

In development: Yearly missions where a collective group of adults will travel to areas where orphaned children have the least amount of available resources and the greatest need to be placed in a safe and loving home for the purposes of adoption, foster care or mentoring. CMomA will also give back to that same region with a community based civic project.

4. CMoma P.A.T.H. Program (Post-Adoption Transitional Help)

Currently under development as a support service for new families in transition. New parents will have access to a "Parenting Preparation Foundation Course" which will be a requirement for CMomA grant recipients and Journey participants.

5. CMomA Operational Expenses and Support Staff

The Organization prides itself on the generosity of volunteers to host events, activities, provide educational support, as well as serve as Advisors and on CMomA Board of Directors to help guide the organization through correctly aligned fiscally and socially responsible endeavors. A portion of Sponsor monies will be allotted to those expenses not covered by volunteers and in-kind donations.

****Sponsorships can be earmarked for general or specific purposes.**

Ten percent of allocated sponsorships will contribute to operational expenses.

THE CMomA COMMUNITY

Align your brand with a dynamic group of heart-centered adults who are affluent, conscious consumers and have a desire to leave a positive legacy on the planet.

- The CMomA Community consists primarily of single women or childless couple ages 30-60 who are affluent employed professionals, service providers and small business owners.
- 85% of all brand purchases are made by women and include everything from autos to health care, bank accounts, vacations, new cars, new homes and food.¹
- Women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth.²
- The more mature luxury consumer places the highest priority in making memories and experiences. They don't buy things to have more things; they want the experience to go along with it. Luxury consumers expect superior quality and are extremely discerning.³
- Affluent women juggle demands of career and family, are concerned about the environment and are discriminating shoppers.⁴
- 70% of all new businesses are started by women. Affluent working women with family incomes of \$75,000 or more are growing in number, and 94.3% access the Internet during an average month. Over 50% are now considered heavy users of the Internet, while heavy use of radio, television, newspapers and direct mail has declined within this group.⁵



¹ Mary Brown, Carol Orsborn, Ph.D., *Marketing to the Ultimate Consumer*

² MassMutual Financial Group—2007

³ Pam Danziger, *president of Unity Marketing*

⁴ *The Affluent Market in the U.S.*, Dr. Robert Brown and Ms. Ruth Washton

⁵ *Ten Marketing Trends to Watch*, Kim T. Gordon, *Entrepreneur.com*

WHAT PEOPLE ARE SAYING

CMomA and founder Marcy Cole are a pure blessing to the world's parentless children and all those who, although childless, have the heart and soul of a parent and long to give it full expression.

~**Rev. Dr. Michael Beckwith**, Founder Agape Spiritual Center, CMomA Adv. Council

What a beautiful vision CMomA is bringing to the world. Foster care, child adoption, anything that connects the need of a child together with the need of an adult is just wonderful.

~**Tom Shadyac**, Author, Writer, Producer, Director

"There are many ways to mother a new world, and biological mothering is just one of them. Bravo for bringing the dimension of motherhood into every woman's consciousness."

~**Marianne Williamson**, #1 NY Times Best Selling Author & International Speaker

With rising numbers of women without children today, understanding their experience and acknowledging their struggles and triumphs is a focus that is important for us all."

~**Jack Canfield**, #1 NY Times Best Selling Author and Co-creator of the Chicken Soup for the Soul series.

"This subject of Childless Mothers is near and dear to my heart. As the conversation about it is gaining momentum, it's sure to fulfill a profound need and have a powerful impact.

~ **Marci Shimoff**, #1 NY Times Bestselling Author: *Happy for No Reason, Love for No Reason, Chicken Soup for the Woman's Soul*

"CMomA illuminates a social phenomenon for women today that is relevant and worthy of our attention. It will heal the hearts of many and open limitless doors of possibility for individuals without children and children who need them."

~ **Kristine Carlson**, Best Selling Author: *Don't Sweat the Small Stuff for Women, Don't Sweat the Small Stuff for Moms.*

ANNUAL CMomA GALA DETAILS



Chaired by Maria Simone

WHEN: February 22, 2014 @ 7:00pm

WHERE: Marriott Marina del Rey
Marina del Rey, CA

In the exclusive Bayview Penthouse Ballroom

- Dinner, Entertainment & more!
- *Live Auction*
- *Celebrity Master of Ceremonies*
- *2014 CMomA Recipient Award*

A MESSAGE FROM OUR EVENT CHAIR



It is such an honor to be part of the CMoMA Community and to have the opportunity to produce this event!

I have been profoundly touched by the knowing that there are over 100 million orphaned children in the world and millions of childless women and couples who would cherish the opportunity to fall in love with one of these children.

The journey for me is a deeply personal one as well as I realized last year that my own dream of having a child may not become a reality. CMoMA has given me the support I've needed to reconcile this fact and to seek out fulfilling alternatives.

Together and with your support, we are making a difference in so many lives and becoming a catalyst for true healing on the planet.

With love...

A handwritten signature in cursive script that reads "Maria Simone".

A MESSAGE FROM OUR CMoMA FOUNDER



Today, over 20% of women do not have children, whether by choice or circumstance. Often we are inspired, impacted and motivated by what does and does not happen in our lives. The concept of connecting children without parents with individuals and couples without children was born out of my own personal story and professional experience. As a Psychotherapist, I have counseled numerous women struggling with the question of motherhood and their perception of diminishing opportunities and choices. Our stories have become a pervasive feature of modern society.

I believe all the world's children are our children. Our aim at CMoMA is to be a catalyst in response to the global orphan crisis and to seize the opportunity for "cosmic matchmaking" ... bringing children in need together with adults who can offer the love and support that should be every child's birthright. Please help us build this bridge which is certain to heal hearts, save lives, and empower new families for generations to come.

With love...

A handwritten signature in cursive script that reads "Mary Cole".

EXPOSURE FOR YOUR BRAND

Our intention is to align with people, products, services and organizations who share similar values and have a desire to support the CMomA Mission, while at the same time receiving meaningful exposure to your ideal customer base.

Along with knowing the positive impact your contribution will have in the lives of countless orphans, some of the other potential benefits of becoming a CMomA Sponsor include:

- Recognition from the podium at live events
- Inclusion of name and logo in printed materials and/or gifts bags
- Mention in over 200,000 event related emails sent out
- Recognition in event related TV, radio and podcasting media interviews
- Year long exposure opportunities on our website
- Event tickets including VIP Meet and Greet with high profile guests
- Exposure across multiple Social Media, Blog and Press platforms
- Relationship building and networking within the community
- Exhibitor opportunities at select live events
- Logo exhibited on event signage
- Post event promotions...and much more!

SPONSORSHIP LEVELS

Level	Amount	Benefits
Platinum	\$100,000	<ul style="list-style-type: none">• Celebrated as a “Platinum Donor”• 10 Tickets to CMomA Event• VIP Meet & Greet with Event Host & Entertainment• Prominent Introduction at Event• Company Featured in all Pre and Post Event Publicity, emails & Social Media• Logo & Company Link on Event Page• Corporate Logo on Event Signage
Diamond	\$50,000	<ul style="list-style-type: none">• Celebrated as a “Diamond Donor”• 8 Tickets to CMomA Event• Prominent Introduction at Event• Company Featured in all Pre and Post Event Publicity, emails & Social Media• Logo & Company Link on Event Page• Corporate Logo on Event Signage
Gold	\$25,000	<ul style="list-style-type: none">• Celebrated as a “Gold Donor”• 6 Tickets to Event• Logo & Company Link on Event Page• Corporate Logo on Event Signage• Highlighted in Social Media Event
Silver	\$10,000	<ul style="list-style-type: none">• Celebrated as a “Silver Donor”• 4 Tickets to Event• Name Listed on CMomA Event Page• Corporate Name Listed on Event Signage• Highlighted in Social Media Event Campaign
CMomA Grant	\$5,000	<ul style="list-style-type: none">• CMomA Grant awarded directly to a beneficiary.• Acknowledgement on CMomA Event Page
In-Kind	Various	<ul style="list-style-type: none">• Based on value of the donation• Name listed on CMomA Event Page

SPONSORSHIP INFORMATION

Company Name _____

Mailing Address _____

City _____ State _____

Zip _____

Telephone _____

Email _____

Sponsorship Level: \$100,000 ____ \$50,000 ____ \$25,000 ____ \$10,000 ____ \$5000 Grant ____

IN KIND DONATION: _____

Make checks payable to: CMomA
578 Washington Blvd. (#712)
Marina del Rey, Ca. 90292
Tax ID# 87-0790130

Credit Card #: _____ Exp Date: _____

Security Code: _____

Signature _____

LOGO SUBMISSION

Please send Logos ASAP to events@cmoma.org

Illustrator or EPS is preferred

A jpg may be submitted with resolution of 300DPI at 5" WIDE

"Thank You CMomA! Your support is more than financial. I am floored by your kindness and generosity. As a single woman, I have often felt like I am in the margins of the adopting world. It is so nice to see an organization that is welcoming of women like me. It means so much that a family that could be perceived as nontraditional is wanted, loved and supported by the larger community. This has been the most humbling and rewarding process I have ever experienced. CMomA is now part of our story."

~ 2012 CMomA Grant Recipient



Photo Courtesy of Irish Rain Photography

www.CMomA.org

CMomA BOARD OF DIRECTORS

Marcy Cole, Ph.d Mark Allen Grainger Jane Hoffman
Missy Lavender Timothy Lavender Megan McNamara
Robin Rosenblate, M.D Maria Simone

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