



ALIVE! MISSION POSSIBLE

PARTNERS

Together, we can change lives, strengthen our community, and build a brighter tomorrow for our Alexandria neighbors in need.

alive-inc.org



ALIVE!

PARTNER WITH ALIVE! TO MAKE A LOCAL IMPACT

Join ALIVE! in building a stronger, more resilient Alexandria. As the City's largest private safety net, we provide food, housing stabilization support, and financial assistance to thousands of neighbors each year—made possible by community partners like you.

Whether you're looking to engage your team, boost your brand, or support local families, an ALIVE! sponsorship delivers meaningful impact and visibility. Your support stays local, creating real change right here in Alexandria.



ALIVE! volunteers gather before a community food distribution, helping deliver fresh groceries and other essentials across Alexandria. Corporate teams, congregations, and individual volunteers are the heart of our mission to ensure no neighbor is left behind.

Cover Image: Members of the Alexandria Women for Good Giving Circle present a \$13,751 donation to ALIVE!, helping local families facing crisis find stability, support, and hope.

"It is a true partnership between community-minded businesses, non-profit organizations and government that can address critical needs in Alexandria. As a former Mayor, I know how essential ALIVE! is to our community. Corporate support for ALIVE! is an investment in a stronger, more resilient Alexandria—one where all our neighbors have the opportunity to thrive. That's good for our residents and good for a thriving business community as well!" – Justin Wilson, Former Mayor of Alexandria (2019–2025) and Member, ALIVE! Executive Committee (2025–Present)

The Need Is Real in Alexandria



Even in a vibrant city like ours:



1 in 10 neighbors
face food insecurity



28% of households
struggle to meet basic needs



24% of households
struggle but don't qualify for assistance

(Source: City of Alexandria Food Insecurity Report, United Way ALICE Report 2024)

By partnering with ALIVE!, your business helps meet urgent needs and build long-term community stability.

"ALIVE! has helped me when I needed it the most, not only with food but with other resources like diapers, wipes, and connecting with DCHS for SNAP. With the Food Hub and the lovely staff, they make me feel safe and welcomed." – Ismael, ALIVE! Client

Why ALIVE!

ALIVE! is more than a nonprofit—we are a trusted partner in building a stronger, more stable Alexandria. We collaborate with the City on key initiatives like the Food Security Plan and Eviction Prevention Task Force, and we help shape local and regional policy. We also work closely with schools, hospitals, legal aid, interfaith congregations, and fellow nonprofits.

When your business sponsors ALIVE!, you join a network of changemakers committed to ensuring all Alexandrians have the opportunity to thrive.



Staff from John Marshall Bank volunteer at ALIVE!'s West End Food Hub, supporting food distribution efforts for Alexandria residents. John Marshall Bank also sponsors key ALIVE! events, including StepALIVE! and Empty Bowls Alexandria.

What You Can Accomplish Through a Partnership with ALIVE!

Your sponsorship powers programs that meet urgent needs and build long-term stability. Here's what your support makes possible:

Impact Stats



- **2.1 million pounds** of food distributed in the past year
- **60,000+ Alexandrians** served annually across all programs
- **5,000+ families** received groceries each month
- **400+ households** received emergency financial assistance last year

Reach & Reputation



- **95+ active partner organizations**, including the City of Alexandria
- **50 interfaith congregational partners**
- **10+ local and regional** policy advisory boards and coalitions
- Recognized by Spur Local (formerly Catalogue for Philanthropy) as **one of the region's most trusted nonprofits**

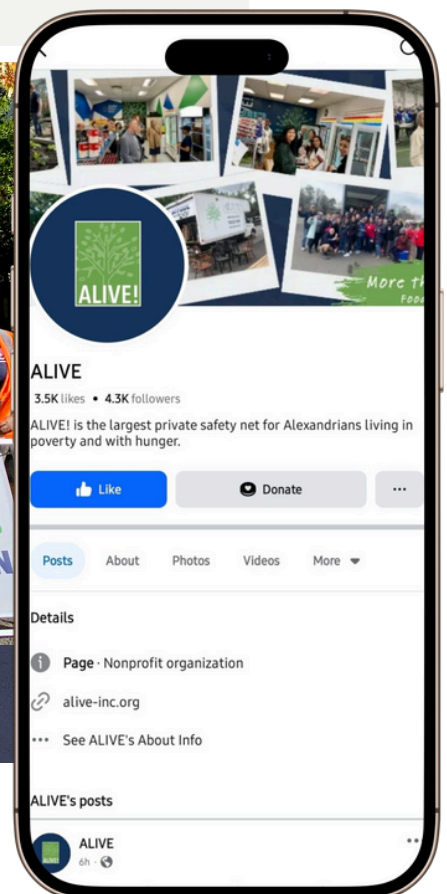
Engagement & Visibility



- **44.5K monthly Facebook post views**
- **6.5K average monthly reach on Facebook**
- **14.9K monthly Instagram post views**
- Growing presence LinkedIn
- Sponsors featured across print, digital, email, and social media platforms with a combined audience of **over 10,000 engaged supporters**



Neighbors gathered for the StepALIVE! Walkathon, a community-driven event that raises critical funds for ALIVE!'s work preventing hunger and homelessness in Alexandria.



Employee Engagement



- **Host Food and Fund Drives** with personalized support from ALIVE!'s Food Program team, including a guest speaker for your staff meeting and a private tour of our 801 S. Payne Street Warehouse
- **Coordinate Service Days** through customized volunteer opportunities at ALIVE! distribution sites or warehouses
- **Participate in Lunch & Learns** and educational sessions to build deeper connections to local impact
- **Offer team-building days** with impact tours or packing projects
- **Inspire giving** through matching gift campaigns or workplace fundraisers
- **Build morale and community spirit** by aligning your brand with meaningful, high-trust community service



Dr. Lauren Fischer presents a check from the Del Ray Business Association to ALIVE! Executive Director Jenn Ayers, joined by the Alexandria Turkey Trot mascot. The Turkey Trot has long supported ALIVE!'s work to address food insecurity in Alexandria—both through generous financial contributions and large-scale food donations.



The HPR Group sponsored a Thanksgiving pie giveaway at ALIVE!'s Food Hubs in honor of the retirement of Alexandria Living Legend Bud Hart. Pictured are HPR staff alongside Bud and his wife Connie, celebrating a legacy of service and generosity.

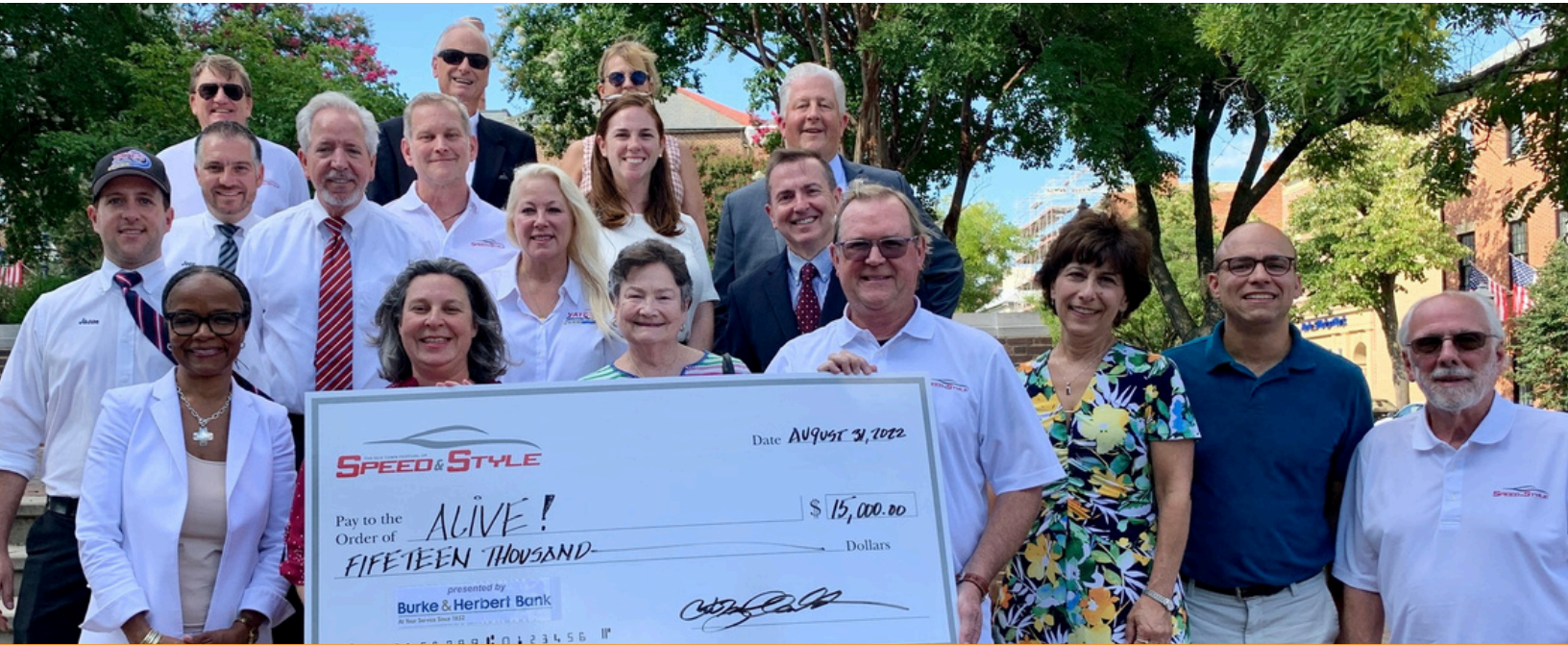


Joe Blaszkow and ALIVE! Food Program Chair Jim Karlson at the Blaszkow Legal Project Backpack Event, helping equip Alexandria students with the supplies they need to thrive. Blaszkow Legal is the long time top sponsor of StepALIVE!



QUARTERLY COMMUNICATIONS FOR ALL SPONSORS

Receive exclusive email updates on ALIVE!'s impact and the broader efforts addressing food insecurity and housing instability in Alexandria —featuring news from ALIVE! and our partners across the City.



Since 2021, the Old Town Festival of Speed & Style has donated more than \$70,000 to ALIVE! in support of our critical food and housing support programs. As a longtime beneficiary of this iconic event, ALIVE! is deeply grateful for the continued partnership—and for the businesses and community leaders who help drive lasting change for Alexandrians in need.



Members of ALIVE! member congregation Alfred Street Baptist Church pose at a food distribution event in front of "Willis," a refrigerated truck named in honor of the late Deacon Emeritus William "Will" Willis—an ALIVE! founder who purchased the organization's first truck over 30 years ago. In 2021, the church donated this new truck to help meet rising food needs in Alexandria. Alfred Street remains a steadfast partner, providing annual financial support, board leadership, and volunteer service.



Volunteer Alexandria supports ALIVE! by mobilizing the community through the annual Food4ALX drive. In 2024, dozens of collection sites across the city—alongside generous sponsors, businesses, and individuals—hosted food drives and donated groceries and funds to help neighbors facing food insecurity. Over the course of the month, the campaign amassed more than 34,000 pounds of food and raised \$5,000 to support ALIVE!'s food distribution programs across Alexandria.

SPONSORSHIP BENEFITS AT A GLANCE

Looking for something custom? We're happy to tailor sponsorship packages to fit your company's goals—from in-kind contributions to team-building events or multi-site visibility.

In-kind support—such as transportation, printing, or meals—can make a real impact too. Let's talk about how your business can help.

Benefit	Visionary Partner (\$20,000+)	Champion Partner (\$15,000–\$19,999)	Builder Partner (\$10,000–\$14,999)	Connector Partner (\$5,000–\$9,999)	Foundation Partner (\$2,500–\$4,999)
Website Link (SEO benefit)	✓	✓	✓	✓	✓
Social Media Recognition	Featured video + graphic posts on all platforms	6+ posts on all platforms	4 posts on all platforms	2 posts on all platforms	1 post on all platforms
Print & Email Recognition	Print newsletter feature + dedicated impact email	Story + impact report	Story in ALIVE! email or newsletter	Mention in ALIVE! eNews	Mention in ALIVE! eNews
Signature Event Visibility	Platinum Sponsor at both events (recognition at the \$7,500 level benefits)	Gold Sponsor at both events (\$5,000 level benefits)	Silver Sponsor at both events (\$2,500 level benefits)	Bronze Sponsor at both events (\$1,000 level benefits)	Pewter Sponsor at both events (\$500 level benefits)
Food Distribution Visibility	Welcome & exit signage at 2 distributions + recognition in congregation/volunteer newsletters + thank-you email	Signage at 1 distribution + newsletter mention	Mention in newsletter	–	–
Impact Reporting	Custom report with photos + stories	Custom report	Summary update	Summary update	–
Featured Website Placement	✓	✓	–	–	–
Quote in Press Release	✓	✓	–	–	–
Fleet Branding (1 year)	✓	✓	✓	–	–
Quarterly Email Updates	✓	✓	✓	✓	✓

All sponsorships are tax-deductible to the extent allowed by law.

EMPLOYEE ENGAGEMENT OPPORTUNITIES

Activity	Visionary	Champion	Builder	Connector	Foundation
Custom Volunteer Project	✓	✓	✓	✓	–
Hosted Lunch & Learn	✓	✓	✓	✓	✓
Food/Fund Drive Support	✓	✓	✓	✓	✓

All sponsorships are tax-deductible to the extent allowed by law.
Note: Higher tiers include all benefits from lower levels in Employee Engagement.

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

High-Visibility. Local Impact. Community Connection.

ALIVE!’s two signature events bring together hundreds of Alexandrians each year to raise funds and awareness for food and housing support. Sponsoring an event aligns your business with a trusted local nonprofit and puts your brand in front of an engaged, community-minded audience.

Empty Bowls Alexandria: A spring gathering of 200+ guests featuring tastings from Alexandria restaurants and handcrafted bowls by local artists. Proceeds support ALIVE!’s grocery distribution programs, helping families access the food they need with dignity.

StepALIVE! Walkathon: Each fall, 350+ participants walk through Old Town and Del Ray to raise awareness and funds for food access and housing stability. A visible, family-friendly event that highlights your business’s commitment to local impact.

Empty Bowls Alexandria	StepALIVE! Walkathon
Gathering Bowl – \$7,500 • Premier logo placement • Newsletter feature • Product placement • All benefits below	Voyager – \$7,500 • Premier logo on shirts, banners, and promotions • Product placement • Media feature • All benefits below
Tureen – \$5,000 • Prominent logo on signage • 4 event tickets • Social media spotlights • All benefits below	Trailblazer – \$5,000 • Logo on t-shirts and signage • Featured social post • All benefits below
Bowl – \$2,500 • Logo on signage, website, and program • Press and verbal recognition	Pacesetter – \$2,500 • Logo + hyperlink on website • Press and verbal recognition
Ladle – \$1,000 • Logo on signage and program • Listed in media alerts	Pathfinder – \$1,000 • Logo on signage, website, and t-shirts • Team registration (5 people)
Spoon – \$500 • Name on signage, website, and social media • Mention in newsletters	Trekker – \$500 • Name on signage, website, and t-shirts • Mention in newsletters

"To the Jen Walker Team, our community is everything. We are honored to partner with and support ALIVE! to ensure our community has food stability and access to housing so our community can thrive!"

– Jen Walker of the Jen Walker Team, top sponsor of Empty Bowls Alexandria for more than a decade

BEYOND ANNUAL AND EVENT SPONSORSHIPS

ALIVE! offers opportunities to support high-impact community programs that provide food, stability, and hope to Alexandria families throughout the year.

Food and Fund Drive Campaign – \$5,000

Help us provide 50,000 meals through this community-wide campaign. Sponsorship supports the purchase of fresh, culturally appropriate food.

Benefits: Logo and name featured on campaign materials, website, signage, and social media.

Last Saturday Grocery Distribution – \$5,000

Sponsor one of our monthly food distributions at Armstrong or Ramsay Rec Centers. These events serve hundreds of families with fresh food and essentials and offer hands-on volunteer opportunities for corporate teams.

Benefits: Logo at distribution site and on social media.

Giving Thanks Week – November Sponsorships

Support ALIVE!'s holiday food campaign for families at our Food Hubs and through grocery delivery.

- **Harvest Sponsor – \$5,000:** Prominent logo at Food Hubs and on Thanksgiving basket materials.
- **Family Sponsor – \$2,500:** Logo on pie giveaways and Food Hub signage.

Get Started Today

Choose your sponsorship level or let us create something just for you. Together, we'll strengthen Alexandria's safety net and spotlight your leadership.

Next Steps:

- Select a sponsorship tier or event
- Reach out to our Development Team
- Make a meaningful local impact

Contact: Development Office | development@alive-inc.org | (703) 837-9300

"Partnerships with local businesses make ALIVE!'s work possible. Your support helps ensure every Alexandrian has access to food, stability, and a path forward."

– Jennifer Ayers, MPA, ALIVE! Executive Director



ALIVE!

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