



CASCADE COMMUNITY  
FOUNDATION

## ANNUAL PARTNERS GUIDE



# INSIDE

PG. 2 – CCF'S PROGRAMMING

PG. 3 – ANNUAL PARTNER BENEFITS

PG. 4 – APPRECIATION

Contact Cascade Community Foundation at (616) 499-2060



# INVESTING IN LOCAL IMPACT

# IS AS EASY AS



Each year, our programming begins with a simple survey - an opportunity for the community itself to identify areas of need. Then, through the power of the Q&A Livestream series, CCF amplifies those often avoided topics and begins to build awareness. Finally, the Foundation invests proceeds from the Joyce & Thomas Wisner Fund into resources that solve these problems and increases access.

In 2022 Cascade Community Foundation will also expand its reach into new communities in order to better guide the generosity of those we serve toward areas of greatest need with diverse populations. Through a partnership with the Community Media Center and Comcast Local, the Q&A Livestream will broadcast across the entire market, ensuring our programming and services are amplified to all.

Now, you can join Cascade Community Foundation as we IDENTIFY, AMPLIFY, and INVEST in local impact...



## ANNUAL SURVEY



EACH YEAR STARTS ANEW WITH CCF'S ANNUAL SURVEY - A COMMUNITY WIDE CALL-TO-ACTION REQUESTING ANONYMOUS INPUT ON URGENT, EDUCATIONAL AND FUN TOPICS THAT REQUIRE AWARENESS AND INVESTMENT.

HOW TO HELP: A GIFT OF \$1,000 FUNDS A YEAR OF VOLUNTEER COORDINATION FOR DISTRIBUTING THE SURVEY.



## Q&A LIVESTREAM



THE Q&A LIVESTREAM IS A TOPIC-BASED VIDEO SERIES FEATURING TESTIMONIES FROM RESIDENTS, LOCAL EXPERTS AND OUR ANNUAL PARTNERS WHO HIGHLIGHT OFT-AVOIDED TOPICS IN OUR COMMUNITY AS IDENTIFIED IN THE SURVEY.

HOW TO HELP: A GIFT OF \$2,500 UNDERWRITES EDITING OR FILMING OF AN ENTIRE EPISODE.



## LAUNCH PAD



LAUNCHPAD IS CCF'S NEW GRANTMAKING PLATFORM THAT INVESTS ENDOWMENT PROCEEDS DIRECTLY INTO SOLUTIONS BASED ON TOPICS YOU HAVE IDENTIFIED (SURVEY) AND WE HAVE AMPLIFIED (Q&A).

HOW TO HELP: A GIFT OF \$5,000 ALLOWS US TO VET OVER 100 NONPROFITS CAPABLE OF DELIVERING SOLUTIONS.

\*See page 3 for a complete list of giving levels including acknowledgment and recognition opportunities for businesses.

As an Annual Partner your investment goes beyond a financial gift. CCF will collaborate with you throughout the process, share your support with our followers, and extend valuable engagement opportunities. If your wish is to be a part of a local impact, share expertise, increase volunteerism, or simply add your logo to something special, we'd like to talk about how CCF can help you reach those goals.

CONTACT CCF AT (616) 499-2060 OR EMAIL US AT  
DONATE@CASCADECOMMUNITYFOUNDATION.COM

# ANNUAL PARTNERS PROGRAM

Levels	Amount	Recognitions	Engagements
Platinum	\$25,000	8	6
Gold	\$10,000	6	4
Silver	\$5,000	4	2
Bronze	\$2,500	2	1
Standard+	\$1,000	2	--
Standard	\$500	1	--

Based on the Foundation's Annual Partner Levels, businesses may select from the recognition and engagement opportunities listed below. For more information, please contact the Foundation at (616) 499-2060 or email [Donate@CascadeCommunityFoundation.com](mailto:Donate@CascadeCommunityFoundation.com).

All Annual Partners are recognized on the Foundation's website, and listed in semi-annual donor appeal.

## Recognitions

- Logo displayed throughout promotion and during LaunchPad event (Spring event)
- Logo displayed throughout promotion and during Gala event (Fall event)
- Logo displayed throughout promotion and during Q&A Livestream (one episode)
- Logo displayed throughout promotion and on the CCF Annual Survey (Summer)
- Four social media mentions (FB, IG, LinkedIn)
- Company profiled in Annual Partner call-out, sent to all donors twice per year
- Naming rights to annual grant award, announced during LaunchPad event (Gold & higher only)
- Exclusive call-out during Spring or Fall event (Gold & higher only)

## Engagements

- Partner Feature in the Foundation's exclusive bi-weekly e-newsletter
- Host a Lunch & Learn with staff and/cclients featuring your support and discussion of a Q&A topic
- Q&A Short promo video featuring your company
- Reserve an expert guest spot from your business during a Q&A Livestream episode
- Collaborate with the Foundation on an exclusive social media campaign highlighting your business' impact.
- Underwrite an episode of the Q&A Livestream
- Underwrite a season of the Q&A Livestream\* (Gold & higher only)
- Underwrite CCF's Annual Survey, including volunteer coordination and canvassing event (Silver & higher only)
- Host a private *Crowdfraiser* launch event for a charitable project in Forest Hills (Gold & higher only)
- Speak during a private event w/ Foundation's top donors and guests (Silver & higher only)

\*Season underwriters offered appearance in episode(s), and a private segment to air during broadcast, while having their logo appear throughout promotion and during broadcast.

**Questions? Contact Justin Swan at (616) 499-2060 or email [Donate@CascadeCommunityFoundation.com](mailto:Donate@CascadeCommunityFoundation.com)**

THANK YOU TO OUR ANNUAL PARTNERS





# LAUNCH PAD

Since 2001, Cascade Community Foundation has continually evaluated how best to serve the families, businesses and nonprofits in the greater Forest Hills community.

While earlier grantmaking was guided by pre-defined areas of focus, in maturation, the Foundation now aims to support the community's priorities more directly.

The exploration to identify where and how to invest grant dollars has already begun.

We invite you to support *LaunchPad*, a Spring event unveiling a renewed purpose for community philanthropy, investing in areas identified exclusively by the community itself.



SPRING 2022



CASCADE COMMUNITY  
FOUNDATION

Refer to our Annual Partners section for sponsor opportunities, or contact the Foundation directly at (616) 499-2060.

# HAVE YOU SPONSORED CCF'S ANNUAL SURVEY ?

YES

NO

TELL ME MORE

Each year the Foundation asks residents and businesses to identify local needs. Results determine Q&A topics, and guide grantmaking.

As an Annual Partner, you can elect to underwrite the survey, reaching thousands of households through emails and volunteer canvassing.

Check it out at [www.SurveyCCF.com](http://www.SurveyCCF.com)



CASCADE COMMUNITY FOUNDATION'S  
**ANNUAL SURVEY**

PROGRAMMING		Program Hard costs    staff & vols		TOTAL COSTS
*Q&A (5 episodes)	\$	17,500	\$ 45,379	\$ 62,879
*Annual Survey	\$	2,500	\$ 12,567	\$ 15,067
*Wisner Grantmaking	\$	1,000	\$ 10,684	\$ 11,684
*Launchpad	\$	5,000	\$ 10,370	\$ 15,370
2022 Program Costs				<b>\$ 105,000</b>

**Budget Notes:**

Past production costs of the Q&A Livestream have resulted in an average cost of \$12,575.80 per episode. This figure includes staff and volunteer costs.

Proceeds from CCF's Annual Partners are used to underwrite production costs only, including filming, editing and promotion/marketing, which total - on average - \$3,500 per episode. This is the number used in projecting hard costs above.

In 2021, 78% of raised funds were used to fund programming costs, well within industry standards.



## CASCADE COMMUNITY FOUNDATION

### **FOR PRIVATE RELEASE – EMBARGO UNTIL SPRING 2022**

Media Contact: Justin Swan | Cascade Community Foundation  
616-634-7254 (cell) | Justin.Swan@casadecommunityfoundation.com

### **CCF will amplify topic of *Addiction* for Season 5 of Q&A series**

- Cascade Community Foundation's popular Q&A Livestream Series will engage in topic of *addiction* in response to survey results.
- 3-episode season #5 will focus primarily on opioid abuse via local testimony.
- Through partnership with Community Media Center / Comcast Local (channel 23), YouTube, Rapidian and radio station WYCE, the Q&A Livestream will now reach a broad and diverse population plagued by substance abuse.

**February 2022 – Grand Rapids, Michigan** – Cascade Community Foundation's (CCF) bold and renown *Q&A Livestream* video series will continue to break barriers this Fall by examining the often avoided subject of addiction. Identified by the community itself, addiction will serve as the focal point for the series' fifth season set to premiere in the Fall of 2022.

As with previous seasons, the Q&A series will dive deeply into the subject matter through personal testimonies by inviting area residents who have suffered from Substance Use Disorder (SUD). The focus will shift to useful treatment through panel discussion with doctors and experts welcomed from key area service providers.

The Q&A Livestream series functions as the "amplify" stage of CCF's 3-phase programming designed to enhance the quality of life for residents while removing barriers to access of quality care and services by addressing specific needs identified by the community itself.

Cascade Community Foundation expects to premiere three episodes in total with public announcement scheduled for late-Spring 2022 at the nonprofit's annual LaunchPad luncheon event.

Following the completion of season 5, CCF will work with area services providers and invest funds from the Joyce & Thomas Wisner Fund (held at Grand Rapids Community Foundation) to increase services to residents.

Businesses and organizations interested in sponsoring season #5 of Q&A Livestream may direct dollars toward production and editing of these episodes by selecting option 3 under the recognition section located on page 3 of this pdf.

All annual partners are recognized at every event, function, and newsletter throughout the year including the 2022 LaunchPad Luncheon and Fall Gala.

###

The Cascade Community Foundation was founded in 2001 to build and strengthen Ada, Cascade, and the greater Forest Hills area both now and in the future. Through charitable partnerships with area organizations and philanthropic families, the foundation provides resources and permanent fund building for the purpose of uplifting the community. Guided by community input, CCF and its partners provide resources that shape long term responses and solutions.

---