

Community Support in Action

*Support Iowa families and communities impacted
by intimate partner violence during
Domestic Violence Awareness Month (DVAM).*



2023 Sponsorship Proposal Packet

www.icadv.org

Dear Friends,

At the Iowa Coalition Against Domestic Violence (ICADV), we believe intimate partner violence – or domestic violence – is a preventable public health issue and everyone deserves a life free from violence.

Unfortunately, domestic violence impacts all Iowa communities. Too many adults and children feel unsafe, are unhoused, and are navigating trauma due to the violence inflicted upon them or a loved one.

29,770 Iowans Iowans sought services in the past year at one of the 22 local victim service agencies we support.

The good news is that everyone can do something to prevent it ... including your team.

This October, you can make a difference by joining a coalition of Iowa businesses, advocates, and individuals with a financial pledge to support our vital work to keep Iowans safe during **Domestic Violence Awareness Month (DVAM)**.

Your pledge will support, but is not limited to:

- Client Assistance Requests
- Emergency housing assistance
- Legal assistance
- Academic scholarships
- Financial empowerment
- Identifying and developing equitable services and support for all Iowans

Your support for our mission can provide a lifeline to Iowa families and communities impacted by intimate partner violence. DVAM is the perfect opportunity to partner with our team where collectively, we can create an Iowa that is safe and free from violence for everyone.

Sincerely,

Iowa Coalition Staff and Board of Directors

Impact of Intimate Partner Violence

1 in 3

Women will experience intimate partner violence in their lifetime.

1 in 4

Men will experience intimate partner violence in their lifetime.

1 in 3

teens will experience intimate partner violence before they become adults.

35%

of Iowa women will experience intimate partner violence in their lifetime.

1,025

*survivors sought services in **ONE DAY** through the network of 22 local programs we support last year*

29,770

Iowans received services through the network of 22 local programs we support last year

2023 Domestic Violence Awareness Month (DVAM) Sponsorship Opportunities



3rd Annual Dia de los Muertos Tribute

The 3rd Annual Dia de los Muertos (Day of the Dead) Tribute is ICADV's signature DVAM event that will take place on a Saturday afternoon (*final date TBD*) in Des Moines. The Tribute is an opportunity for individuals, survivors, and families to come together to remember the names, faces, and stories of individuals who have lost their lives to gender-based violence.

This free community event includes live performances and music, children's activities, food and drinks, a community resources fair, and more!

The event is the perfect opportunity to showcase your organization as a partner in our efforts to prevent domestic violence and create an Iowa that is safe and free from violence for everyone.



Culturally Specific Program 24-hour Social Media Takeover

ICADV is proud to support seven Culturally Specific Programs (CSP) in its network of victim service providers – Amani Community Services, Embarc, L.U.N.A. (Latinas Unidas Por Un Nuevo Amanecer), Monsoon Asians & Pacific Islanders in Solidarity, Nisaa African Family Services, R.I.S.E. – Resources for Indigenous Survivors, and Thrive Together.

For 24 hours, each CSP program will take over ICADV's social media platforms and share their agencies' mission, vision, programming, events, and so much more. They will also set a goal to raise \$500 through online donations to support their work, and you double their impact with a pledge to match their goal.



Community Impact Pledge

ICADV depends on community support to continue the vital work of preventing intimate partner violence in Iowa communities. DVAM is the perfect time to make a Community Impact Pledge that fits within your organization's fiscal budget and shows your commitment to helping to end intimate partner violence.

2023 Domestic Violence Awareness Month (DVAM) Sponsorship Levels



\$5,000: Community Changemaker

- Business name/logo will be included on all print and electronic collateral materials, ICADV website, DVAM event promotions, and media mentions in October.
- Full business profile on ICADV website for the full month of October.
- Full business profile on ICADV social media pages in October.
- Community engagement/promotional table and opportunity to speak at the 3rd Annual Dia de los Muertos Tribute. All Tribute signage and pre and post-promotional materials.
- Thank you gift to business/agency full of ICADV promotional items.



\$3,000: Community Leader

- Business name/logo will be included on all print and electronic collateral materials, ICADV website, DVAM event promotions, and media mentions in October.
- Full business profile on ICADV website for the full month of October.
- Full business/agency profile on ICADV social media pages in October.
- Thank you gift to business/agency full of ICADV promotional items.



\$1,500: Community Advocate

- Business name/logo will be included on all print and electronic collateral materials, ICADV website, DVAM event promotions, and media mentions in October.
- Business/agency highlight on ICADV social media in October.



\$500: Community Partner

- Business name/logo will be included on all print and electronic collateral materials, ICADV website, DVAM event promotions, and media mentions in October.



Custom: Community Supporter

- Customized marketing package based on a mutual agreement between ICADV and business.

To confirm your sponsorship, visit www.icadv.org to complete the online application today.

You can also schedule a time to discuss this opportunity or another in more detail, ask questions, or receive additional information by calling Lindsay Pingel, Director of Community Engagement, at lindsay@icadv.org or call 515.421.4658. You can also learn at www.icadv.org.

Our Story

Everyone wants to thrive in life, which requires the basic human need to feel safe.

People who experience violence at the hands of a partner, family member, or friend often live in fear. It affects their health, living conditions, and family relationships – and the health of the entire community.

As a leading voice against intimate partner violence, the Iowa Coalition Against Domestic Violence (ICADV) believes this epidemic is a preventable public health issue, and all Iowans deserve a life free from violence.

Areas of Expertise and Focus

- Training and technical assistance for a network of 22 victim service programs that provide services to survivors and their families in all 99 Iowa counties.
- Connecting survivors and their dependents to legal, cultural, and family resources to help access safe and stable living environments.
- Advocating and developing policy that promotes safe environments for all people living in Iowa.

ICADV takes a survivor-centered approach to victim services and believes community-based agencies and interventions – healthcare, housing, educational, and government systems – should work together to enhance safety.

When this happens, everyone has the ability to reach their full potential, thrive and live a life **free from violence**.





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