

FY2025-2026

Families First

Corporate Engagement
Pack



TABLE OF CONTENTS



About Families First



Our Three Impact Areas



Signature Events



Partnership Opportunities



Volunteer Opportunities



Stay Connected

About Families First

For 135 years, Families First has been dedicated to supporting Atlanta's most vulnerable residents. Founded in 1890 as an orphanage on the Spelman College Campus, we went on to become the first licensed adoption agency in the State of Georgia by 1937. Families First continued to pioneer in child welfare, opening the state's first group home in 1964 and developing a national curriculum for divorcing parents in 1989.

Today, we continue our mission to strengthen family resiliency.



Mission

Strengthen family resiliency

Vision

All families are empowered to achieve their fullest potential within their communities.

Our Values



Families First



Operational Excellence



Reciprocal Participation



Radical Collaboration



Informed Impact



Solution Focused

Three Areas of **Impact**



Lucy C. Vance Center for Behavioral Health

The Vance Center provides counseling and therapy for families, couples, individuals, children, and youth, along with psychiatric support and play therapy for kids. Clinical partnerships with Morehouse and Emory Schools of Medicine enhance the quality and reach of services offered.



Navigator Care Model

The Navigator Program connects individuals and families to a wide range of supportive services that are tailored to their needs. Through wrap-around case management, Navigators link families to their basic needs, housing, employment, educational assistance, financial education services, early pregnancy support, parenting programs, and more.



Parenting & Adoption Support Services

Our Parenting and Adoption Support Services are designed to strengthen families and promote stability. Offerings include training for prospective foster and adoptive parents, a co-parenting curriculum for divorced and separated parents, supervised visitation to maximize children's time with parents, and a statewide support network for adoptive, guardianship, kinship, and foster families.

Signature Events

LOVING  LEGACY



MARCH

Loving the Legacy is Families First's cornerstone fundraising event. The benefit celebrates our clients' success stories and offers attendees an elegant evening of purpose. Together, we celebrate Families First's impact, highlight client testimonials, and honor the supporters who advance our mission.

YOUR IMPACT: By sponsoring *Loving the Legacy*, you are directly investing in the powerful success stories we celebrate. Your partnership fuels vital programs across our three impact areas—helping families overcome challenges, build resilience, and thrive. This signature event honors the strength of those we serve and champions the commitment of partners like you who make lasting change possible.



Jean Childs Young
RESILIENCE FUND
for women & children

APRIL

Families First established the Jean Childs Young Resilience Fund for Women & Children to provide critical resources to single mothers facing financial insecurity, healthcare barriers, and housing instability. The Fund connects single mothers to Navigators who will empower moms to address their immediate and long-term needs. Each year, we host an advocacy event that brings attention to the systemic challenges single mothers face — while celebrating their strength, resilience, and the power of community support.

YOUR IMPACT: Your contribution directly supports our Navigator Program, connecting single moms to dedicated professionals who help them address both immediate challenges and long-term goals.

Whether through a financial gift or in-kind donations — like diapers, baby clothes, or care items — your support provides tangible relief and renewed hope for mothers working to build a better future for their families.

Signature Events



JULY

The Back to School Bash is a vibrant community celebration to prepare students and families for a successful school year. Hosted by Families First, this event provides families in need with school supplies, backpacks, groceries, fun activities, lunch, and vital community resources.

YOUR IMPACT: By supporting the Back-to-School Bash, you're helping over 1,000 students and families start the school year with confidence and care. Your financial contribution ensures families in need have access to the essential supplies and resources that set them up for success.

In-kind donations such as school supplies, snacks, and raffle prizes are also deeply appreciated and distributed during the event.



DECEMBER

The holiday season can be especially challenging for families struggling to afford basic necessities, let alone gifts to share with their loved ones. Families First's Gift-a-Family program brings joy and hope to local families by connecting them with generous donors who help brighten their holidays.

Through this program, donors have the opportunity to sponsor a whole family's wish list or to donate gifts that make a meaningful difference during this special time of year. Together, we create celebrations filled with warmth, encouragement, and community spirit.

YOUR IMPACT: When you participate in the Gift-a-Family program, you help bring joy and relief to families experiencing financial hardship during the holidays. Whether you choose to sponsor a family's full wish list, donate individual gifts, or make a financial contribution, your generosity delivers smiles, comfort, and hope when it's needed most.

Your support ensures that these families can experience the joy and encouragement of the holiday season — reminding them they are not alone.

Partnership Opportunities

At Families First, our events bring together community leaders, partners, and supporters who share our mission to build resilient families across Georgia. Funders who choose to sponsor multiple Families First signature events benefit from sustained visibility, deeper brand alignment, and greater impact across the communities we serve. Individual sponsorship packages are also available for each signature event.

CHAMPION - \$50,000

- Premier logo placement on website, marketing, and event materials
- Recognition in e-news (5,000+ subscribers)
- Full table of 8 tickets to *Loving the Legacy*
- Quarterly social media spotlight
- Curated volunteer opportunities
- Company representation and speaking opportunities at 2 signature events
- Logo feature in Annual Impact Report

VISIONARY - \$25,000

- Prominent logo placement on website, marketing, and event materials
- Recognition in e-news (5,000+ subscribers)
- 4 tickets to *Loving the Legacy*
- 3 social media spotlights
- Curated volunteer opportunities
- Company representation and speaking opportunities at a signature event
- Logo feature in Annual Impact Report

PARTNER - \$15,000

- Logo placement on website, marketing, and event materials
- Recognition in e-news (5,000+ subscribers)
- 2 tickets to *Loving the Legacy*
- 2 social media spotlights
- Curated volunteer opportunities
- Logo feature in Annual Impact Report

ADVOCATE - \$5,000

- Logo placement on website, marketing, and event materials
- Recognition in e-news (5,000+ subscribers)
- 1 social media spotlight

SUPPORTER - \$1,000

- Name placement on event website, marketing, and event materials

Don't see what you're looking for? Let's talk customization!

To make your sponsorship commitment, please contact Catie Williams at catie.williams@familiesfirst.org.

Why Volunteer with Families First

- Amplify Your Brand:** Align your name with trusted, high-impact community work
- Engage Your Team:** Boost employee morale through meaningful volunteerism
- Be Part of Change:** Help us create lasting change in the lives of children and families



Volunteer Opportunities

LOVING LEGACY

Date: March

Location: Atlanta History Center

Volunteer Opportunities

- Event prep support
- Decor & setup help for fundraising elements of the event
- Guest registration & hospitality

Jean Childs Young RESILIENCE FUND *for women & children*

Date: Spring

Location: Families First HQ, Atlanta, GA

Volunteer Opportunities

- Kit assembly (on-site or off-site)
- Event support & guest hospitality
- Expert Panel Participation

BACK SCHOOL BASH

Date: July

Location: Families First HQ, Atlanta, GA

Volunteer Opportunities

- Backpack & Grocery bag stuffing (pre-event)
- Day-of event setup & support
- Distributing giveaways & engaging families

Gift--Family

Date: November - December

Location: Families First HQ, Atlanta, GA

Volunteer Opportunities

- Sponsor a family
- Gift wrapping and delivery prep
- Sorting and packaging donations
- Holiday wrapping party for TAPP program participants

We also offer program-based volunteer opportunities year-round to support our Navigator and Parenting & Adoption Support Services:

- **Chispa Holiday Events**- Mother's Day, Thanksgiving, and Christmas
- **Teen Pregnant & Parenting Program (TAPP)**- Holiday Giftwrapping Service Project
- **Annual Statewide Adoption Celebration** (November)
- **Ongoing Service Projects (Fund & Fill)**: New Mom, Baby Bathing, Calm Down, Personal Hygiene, and Non-Custodial Parent Kits

Let's Work Together

We'd love to customize an experience that fits your engagement goals and team interests.

To schedule a volunteer experience for your organization, please contact

Valerie Kote-Tawia, Engagement & Events Manager,
valerie.kote-tawia@familiesfirst.org.

Families First Fund & Fill Service Projects

Combine philanthropy and service through a Fund & Fill Kit Assembly Service Project that directly impacts the clients we serve.

New Mom Kits

Delivers essential supplies to new moms participating in our Navigator program

Kit Components:

- Baby grooming kit
- Swaddle or Receiving blanket
- Burp cloth & bib
- Baby thermometer
- Rash Cream
- Scratch Mittens
- Nipple cream & Nursing pads

Non-Custodial Parent Kits

Helps non-custodial parents create meaningful, interactive experiences during custodial visits

Kit Components:

- Travel-sized games
- Jigsaw puzzles
- Coloring Books & crayons
- Simple craft projects

Baby Bathing Kits

Provides new moms with essential items to ensure hygienic care for their babies

Kit Components:

- Towel
- Washcloth
- Baby soap
- Baby shampoo
- Clean diaper
- Baby onesie
- Baby blanket

Calm Down Kits

Contains sensory tools designed to ease the nervous system and provide comfort to the mind and body

Kit Components:

- Fidget spinners
- Slime or playdough
- Stress balls
- Bubble wrap
- Word puzzles
- Coloring books
- Blank notepads

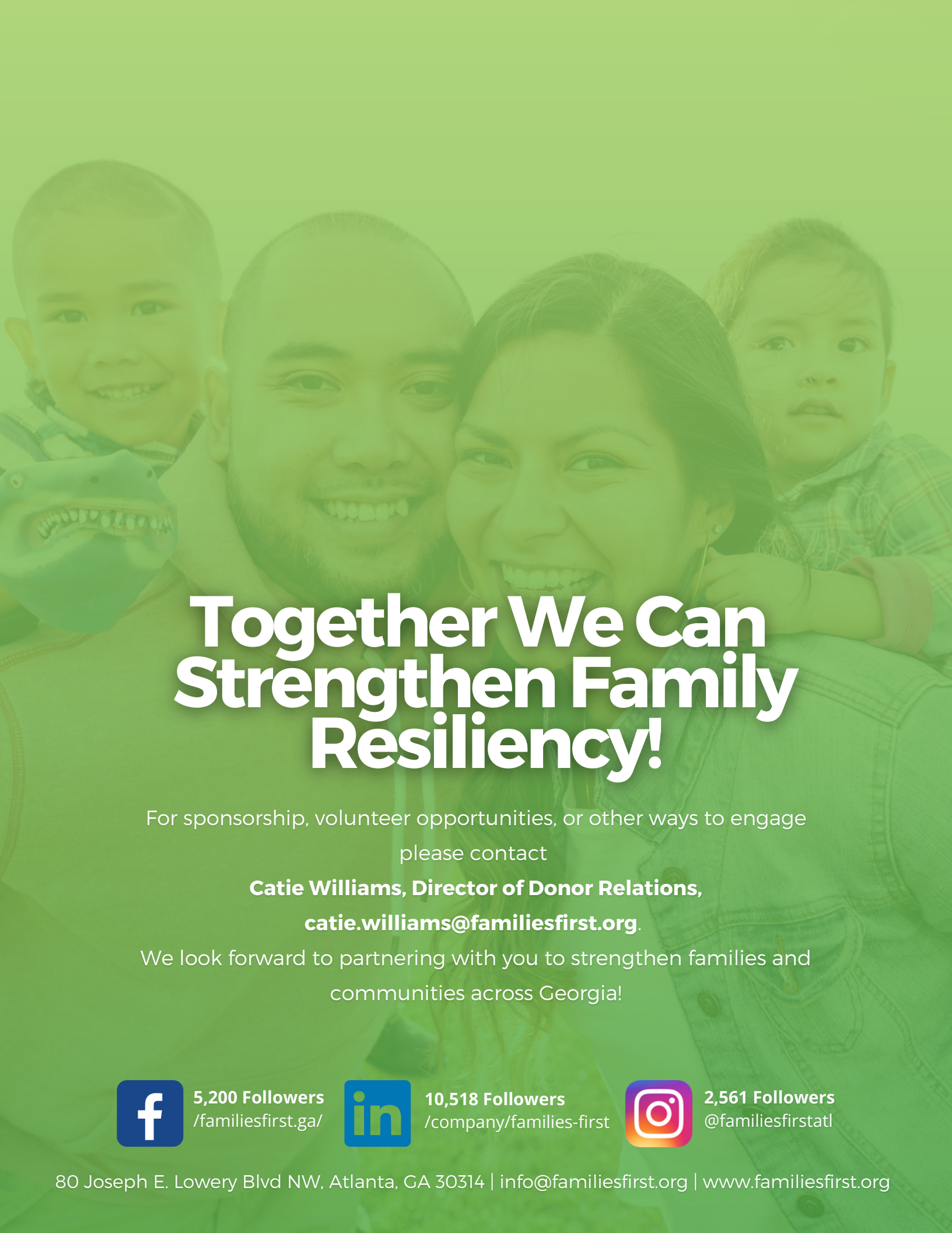
Personal Hygiene Kits

Offers basic hygiene essentials for those facing housing insecurity

Kit Components:

- Bar of soap
- Deodorant
- Toothpaste
- Toothbrush
- Hand towel
- Comb
- Travel-sized shampoo

For more details about organizing a Fund & Fill Kit Assembly Service Project for your organization, please contact **Valerie Kote-Tawia, Engagement & Events Manager**, valerie.kote-tawia@familiesfirst.org.



Together We Can Strengthen Family Resiliency!

For sponsorship, volunteer opportunities, or other ways to engage
please contact

Catie Williams, Director of Donor Relations,
catie.williams@familiesfirst.org

We look forward to partnering with you to strengthen families and
communities across Georgia!



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