

2023 CORPORATE
PARTNERSHIP GUIDE
TOGETHER WE CAN



THE CENTERS
Health. Family. Work. **Hope.**

A MESSAGE FROM OUR KEYSTONE PARTNER



Dear Friends,

PNC has been a corporate sponsor for many years as the corporate philanthropic priorities of early childhood education, community and economic development align with The Centers. To sustain the Cleveland community, each person should be an individual contributor and encourage their company or business to become involved. One way is to become a corporate partner. It is good business sense to create goodwill for your company within the community where you live, work and play. The importance for your organization to invest in the community and take a stand for principles in which you believe speaks volumes.

The Centers serves more than 15,000 children and adults each year by:

- Expanding our primary care services, now offered in five locations across Cuyahoga County, with dental, pediatrics, pharmacy, women's health and so much more to individuals and families who need our compassionate care.
- Operating six, five-star rated early learning centers which have become hubs for families, providing ongoing support to help families thrive at home and at school.
- Providing opportunities for people looking to explore new career tracks or re-engage in the workforce through our



El Barrio Workforce Program. It remains the only full-time Spanish language general job readiness program in Ohio.

When you invest in The Centers, you help us fulfill our mission: to fight for equity through healing, teaching and inspiring individuals and families to reach their full potential. Your generosity enables The Centers to serve the most vulnerable people in our community so they can live healthier and more prosperous lives. Your investment makes health, family, work and — most importantly — hope, a reality for anyone who comes to us seeking help.

We hope that you will consider joining us in supporting our efforts with your corporate partnership. There is truly no better way to connect with people, engage your employees and make lifelong relationships.

Thank you for your support.

Sincerely,

Moses Jhirad

Moses Jhirad

*Regional Group Manager, PNC Bank Healthcare
The Centers Annual Campaign Co-Chair*

A MESSAGE FROM PNC FOUNDATION

At PNC, we believe that our company should serve a greater purpose. That's why we are committed to the success of our employees, customers, and the communities we serve. It's right for our company, our people, and our world, and our commitment to that belief has never been stronger.

PNC's business model is built on prioritizing the communities where we do business through strong local leadership and community collaboration. The more we can support the community, the stronger our community will be.

As a national main street bank, PNC takes pride in being an active member of the Greater Cleveland region. Community involvement is an extension of our commitment to advocate the best interests of our stakeholders. As such, PNC employees dedicate their time and talent in support of countless nonprofits through board service. Moses Jhirad, who works in PNC's healthcare banking group, is a shining example through his dedication to The Centers Board of Directors.

The PNC Foundation is at the heart of our civic engagement. Through our relationships with well-established, community based nonprofit organizations, PNC's Cleveland team works to address issues that align with our philanthropic priorities of early childhood education, community, and economic development.

The PNC Foundation actively supports nonprofit organizations such as The Centers that emphasize early childhood education and that support the community and economic development.

Nearly 20 years ago, PNC employees were asked how the company should focus its philanthropy. The answer was to focus on children and education from birth until age 5. Based on that direction, PNC Grow Up Great® was developed and launched. It aligns with who we are as a national main street bank and our fundamental belief that when our communities thrive, we thrive. By helping to create more opportunities for young people to get a great start in life, we are helping families in all our communities to prosper. We put our money where our mouths are in early childhood education. PNC's investment is now at \$500 million everywhere we are located.

The collaboration between PNC and The Centers is a great example of what we can accomplish when passionate and talented individuals and organizations work together to address a critical need in the communities we serve. We will continue to support classroom events and volunteer hours to support the great work already underway.

Erin Deimling

Erin Deimling
*Client and Community
Relations Director*

Chelsea Lengal

Chelsea Lengal
*Client & Community
Relations Specialist*

THANK YOU

TO OUR 2022 CORPORATE PARTNERS

Cornerstone Partners



Visionary Partners



Champion Partners



Community Partners



James Forristell
Director, Corporate Development
216.325.9286 | james.forristell@thecentersohio.org



PHILANTHROPY IS GOOD BUSINESS

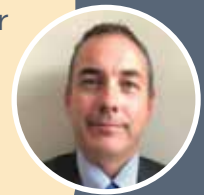
89%

of U.S. consumers are likely to switch brands to one associated with a good cause, given similar price and quality.



WHY WE PARTNER — “The role of a workforce developer within CVS Health Workforce Initiatives is to look at the individual and their entire family in order to provide employment that leads to a career. Healthcare, education, and family all are interconnected with someone gaining meaningful employment. The Centers is able to provide support in healthcare (both physical and behavioral), transportation, early learning, job readiness, and basic needs that impact the entire family. Our partnership with The Centers is a natural fit because we both share a common vision and passion to help the individual, support the family, and bring the community together by offering support services, barrier removal, and opportunities for employment.”

Jim Farren
Associate Manager



90%



DID YOU KNOW... 90% of employees who work at companies with a strong sense of purpose and corporate social responsibility say they're more inspired, motivated, and loyal, and would be more likely to recommend their employer to someone in their network who is looking for a job.



**MORE THAN
15,000
NORTHEAST
OHIOANS
SERVED**

91%

Approximately 91% of high net worth households give and get involved with charity.

73% of investors state that efforts of a company to improve the environment and society contribute to their investment decisions.



MILLENNIAL (ages 24 - 40) investors and consumers put significantly more effort into researching a company's role in improving society before deciding to invest.

MILLENNIALS 41%

GEN Z 27%

BOOMERS 16%



WHY PARTNER WITH THE CENTERS

The Centers' Corporate Engagement Program provides the region's businesses with an opportunity to partner with one of the largest health and human service organizations in Northeast Ohio focused on creating communities that are equitable, healthier, and more prosperous.

Supporting The Centers will increase your company's brand awareness, enhance your corporate image, promote customer loyalty, and generate goodwill in the region.

Each year, our corporate program provides opportunities to satisfy your philanthropy goals by investing in our programs, offering employee engagement projects in the community, and networking through our fundraising events. These opportunities attract diverse business professionals, community leaders, and Cleveland's most respected philanthropists.



DONE-IN-A-DAY PROJECTS

Done-In-A-Day projects are an opportunity for volunteer groups to give back to the community. These engagement opportunities can stand alone as a morning or afternoon project or be a part of a larger team-building retreat. Companies can choose from the sample projects listed below or discuss opportunities based on group size or interest.

SAMPLE PROJECTS

- Outdoor beautification projects at one of our early learning playground areas
- Resumé building/mock interviews with our workforce training clients
- Classroom activities and reading to our early learning students
- Help pack and distribute food, hygiene products and other household items

72,000 lbs.
OF FRESH PRODUCE
DISTRIBUTED THROUGH
THE BASIC NEEDS
RESOURCE CENTER
'CENTERED MARKET'
TO 1,200 FAMILIES



CENTERED MARKET
Every summer, The Centers operates roughly 20 markets on the east and west side of Cleveland. Volunteers help pack and distribute fresh, seasonal produce to clients as well as assist with event set up, participant check-in, transportation of produce to client's cars, and event tear down.

More than
12,000
patients
received
Healthcare
services


**NEARLY
30,500
PRESCRIPTIONS
FILLED**

ADOPT-A-FAMILY
Each holiday season, Adopt-A-Family helps to reduce a significant financial hurdle by providing The Centers' clients with gifts, toys, household items, winter clothing, and other basic needs. Generous individuals, community agencies, and our corporate partners participate with in-kind and cash donations as well as sending volunteer groups to our administration location to help sort, pack, and distribute holiday items.



More than
5,000
items collected
for 300
families

ENGAGE DIRECTLY IN OUR WORK

Corporate volunteer engagement is an essential pillar of social responsibility, and when done right, can be a powerful tool for creating a happier, healthier workplace while also being a force for positive change in our community. Research shows that employee participation in corporate encouraged volunteer programs has positive personal and professional outcomes. Employees who volunteer at work report a higher sense well-being and increased job satisfaction.

Our corporate partners gain priority access to these various projects and directly interact with our clients to make a substantive impact on their daily lives.



CORPORATE PARTNER

LEVELS AND BENEFITS

CORPORATE BENEFITS	KEYSTONE \$50,000+	CORNERSTONE \$25,000+	VISIONARY \$10,000+	CHAMPION \$5,000+	COMMUNITY \$2,500+
Featured as a presenting corporate partner in newsletters and other marketing pieces shared within the community	✓				
Opportunity to address Annual Event attendees about partnership and organization's community involvement	✓				
Recognition in our administrative lobby as a preferred partner	✓	✓	✓		
Tickets to The Centers' Annual Event	Ten	Eight	Six	Four	Two
Ad in The Centers' Annual Event program	Full Page	Full Page	Half-Page	Quarter-Page	Listed in program
Promotion on The Centers' social media platforms	Quarterly	Quarterly	Bi-Annual	Bi-Annual	One-time
Organization's logo listed in digital media at events (where available)	✓	✓			
Headline placement of organization's logo on The Centers' website linking to company's community engagement page	✓	✓	✓		
Organization's logo listed on corporate partner signage at events	✓	✓	✓	✓	✓
Organization's logo listed on website as a corporate partner	✓	✓	✓	✓	✓
Priority access to volunteer engagement opportunities	✓	✓	✓	✓	✓

THE BENEFITS OF CORPORATE PARTNERSHIPS



WHY WE PARTNER — “It is important to me personally, and to many of my employees, that Novagard is a good corporate neighbor. Giving back to those in the communities surrounding our manufacturing site is one of our corporate initiatives, and The Centers seemed a perfect fit. In 2021, we first donated money and time to their Adopt-a-Family program. Our involvement grew in 2022 with a corporate sponsorship, donations of back-to-school supplies to their early childhood learning centers, and of course, the Adopt-a-Family program. We have a vested interest in seeing these neighborhoods thrive and prosper, and The Centers is filling an urgent need with their community based programs.”

Sarah E. Nash
Owner, CEO, President



CONNECT WITH A NEW AUDIENCE

Giving can even help create new marketing opportunities to expand your reach.



SOCIAL REACH
The Centers has nearly **20,000** social media followers.



GAIN **EXPOSURE**, **ENGAGE** YOUR EMPLOYEES, AND **CONNECT** WITH YOUR AUDIENCE.

PROGRAMS THAT MAKE A DIFFERENCE



**Nearly
16,000
COVID vaccines
administered**

***SINCE JANUARY 2021**

HEALTH

We provide high-quality healthcare to everyone who comes through our doors, regardless of their ability to pay. Our services include physical and behavioral health care (including a behavioral health urgent care), dental, pharmacy services, substance use disorder treatment, HIV/AIDS prevention and support services, harm reduction, trauma recovery services, and much more.

FAMILY

A child's experiences during the first 2,000 days of their life – from birth to the start of kindergarten – have a lasting impact on later success. With six, 5-Star rated early learning centers in Northeast Ohio, plus a Smart Start Home Visiting program, we help make the most of this precious time focusing on preparing children and families for success in school and beyond.



**Nearly
2,500
kids served through
Early Learning
and other family
programs**

WORK

Our free, hybrid workforce programs are open to anyone 18 years and older – no high school diploma required. Our workforce center offers culturally competent job readiness training, career training, case management, nationally recognized industry certifications, job placements, and retention support with a network of corporate partners. Services are provided in English and Spanish.

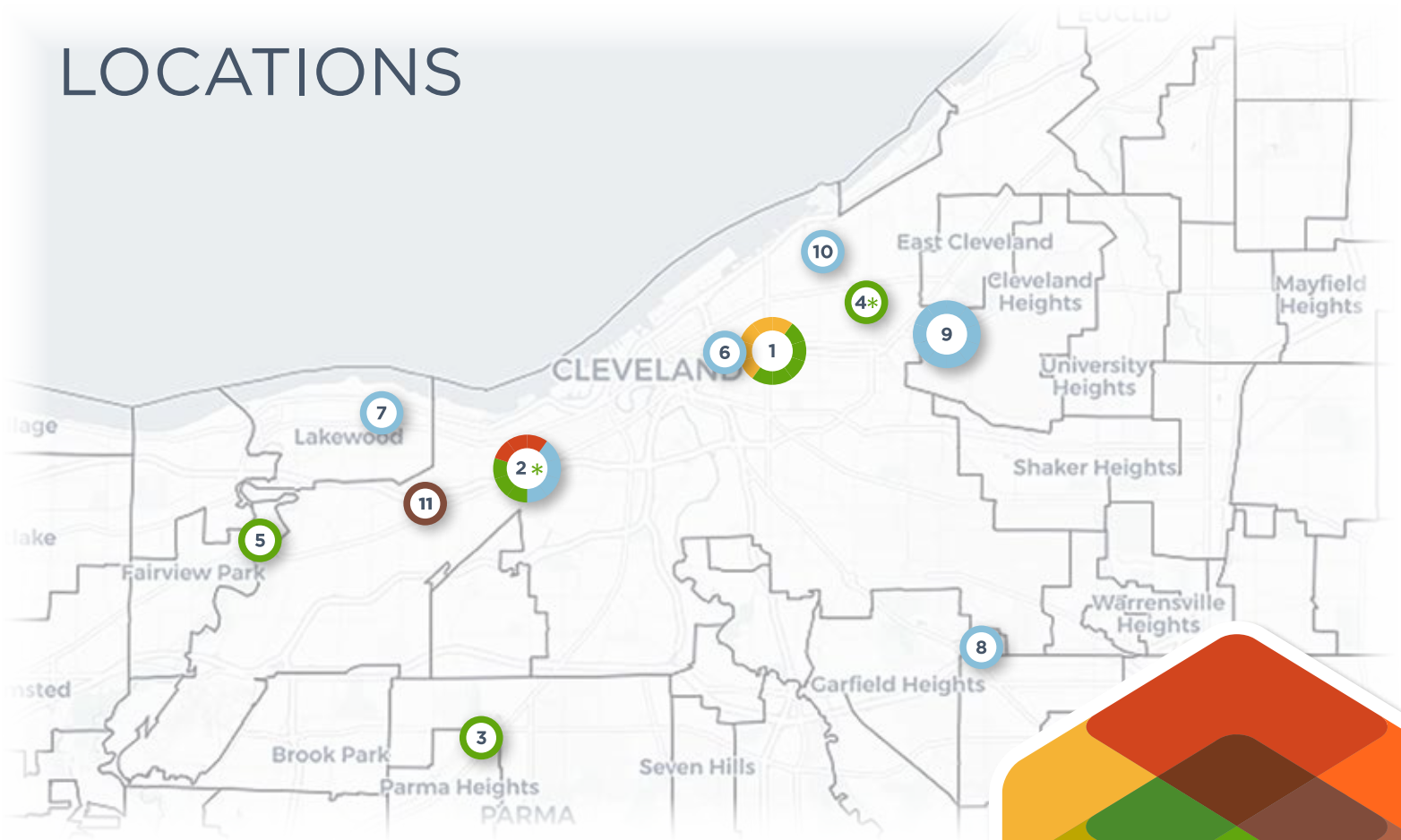
NEW IN 2022

RESIDENTIAL YOUTH PROGRAM

The Centers and Cleveland Christian Home (CCH) have partnered, enabling The Centers to expand access to the full continuum of behavioral health services for children and adolescents. CCH, which was founded in 1900, is a secular nonprofit organization specializing in the treatment of at-risk children, youth, and their families. The residential treatment program provides 24/7 care and support, including medical, therapeutic, and educational services. The first initiative of the partnership will be the January 2023 launch of the T-Suites Short-term Emergency Placement Program which will provide stability and compassionate care for community youth aged 12-17 who have experienced severe trauma or abuse and/or who may have significant emotional or behavioral health challenges.



LOCATIONS



CENTERS FOR HEALTH AND WELLNESS **216.325.WELL (9355)**

* Behavioral Health Urgent Care services are available at our Uptown and Gordon Square locations.

1. East - 4400 Euclid Avenue, Cleveland 44103
2. Gordon Square Campus - 5209 Detroit Avenue, Cleveland 44102*
3. Southwest - 5955 Ridge Road, Cleveland 44129
4. Uptown - 12201 Euclid Avenue, Cleveland 44106*
5. West - 3929 Rocky River Drive, Cleveland 44111

CENTERS FOR EARLY LEARNING - 216.325.9678

* In addition to our Early Learning Centers, we offer a Smart Start Home Visiting Program, which brings the classroom to you through weekly home visits.

6. Bingham - 2421 Central Avenue, Cleveland 44115
7. Clifton - 13889 Clifton Boulevard, Lakewood 44107
8. Debra Ann November - 5225 Library Lane, Maple Heights 44137
2. Gordon Square Campus - 5209 Detroit Avenue, Cleveland 44102
9. Taylor Commons/McMillan - 1941 South Taylor Road, Cleveland Heights 44118
10. Wade - 9111 Yale Avenue, Cleveland 44108

CENTERS FOR YOUTH & FAMILY SERVICES **216.325.9132**

Resources and support offered through a collective network of community partners

9. Taylor Commons/McMillan - 1941 South Taylor Road, Cleveland Heights 44118

EL BARRIO WORKFORCE PROGRAM **216.325.WORK (9675)**

2. Gordon Square Campus - 5209 Detroit Avenue, Cleveland 44102

ADMINISTRATIVE CAMPUS - 216.432.7200

1. Nancy Lyon Porter Building, 4500 Euclid Avenue, Cleveland 44103

CLEVELAND CHRISTIAN HOME - 216.416.4277

Residential Care and Treatment for Youth

11. 11401 Lorain Avenue, Cleveland 44111

WHO WE ARE

MISSION

The Centers fights for equity by healing, teaching, and inspiring individuals and families to reach their full potential.

VISION

Communities are equitable, healthier, and prosperous.

We provide health, family and workforce services at 11 locations throughout Greater Cleveland, creating life changing solutions for people to lead healthier and more successful lives.



THE CENTERS

Health. Family. Work. **Hope.**



@THECENTERSOHIO

FOR MORE INFORMATION, PLEASE CONTACT:

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Health

thecentersohio.org/health
216.325.WELL (9355)

Family

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216.325.9678

Work

thecentersohio.org/work
216.325.WORK (9675)