

Open Arms 4th Annual Spring Luncheon Sponsorship Opportunities

When you sponsor the Open Arms 4th Annual Spring Luncheon, you support society's newest members—our babies. Help provide our community's children—and the mothers and families that care for them—with a strong and healthy foundation for positive growth.

Diamond Partner - \$5,000

- One front-row, center-stage table of ten at the luncheon
- Brief welcome from the luncheon podium by company representative
- Table introduction/verbal recognition by luncheon Emcee/Master of Ceremonies
- Logo on event signage
- Logo on Save the Date invite
- Logo on hard copy invitation
- Logo on the Open Arms website
- Logo in the printed event program
- Logo in the event PowerPoint presentation
- Post-event publicity in agency newsletter

Platinum Partner - \$2,500

- Five preferred-seating passes to the luncheon
- Table introduction/verbal recognition by luncheon Emcee/Master of Ceremonies
- Logo on event signage
- Logo on the Open Arms website
- Logo in the printed event program
- Logo in the event PowerPoint presentation
- Post-event publicity in agency newsletter

Gold Partner - \$1,000

- Three preferred-seating passes to the luncheon
- Logo on the Open Arms website
- Logo in the printed event program
- Logo in the event PowerPoint presentation
- Post-event publicity in agency newsletter

Silver Partner - \$500

- One preferred-seating pass to the luncheon
- Logo on the Open Arms website
- Logo in the printed event program
- Logo in the event PowerPoint presentation

Bronze Partner - \$250

- Logo on the Open Arms website
- Logo in the printed event program
- Logo in the event PowerPoint presentation

Open Arms is an IRS-designated 501(c)3 organization, Federal Tax ID #91-1868021. For more information, please contact us at Open Arms Perinatal Services, 2524 16th Avenue South, Suite 207-A, Seattle, WA 98144 (206) 723-6868 www.openarmsps.org



4TH ANNUAL SPRING LUNCHEON SPONSORSHIP OPPORTUNITIES
Thursday, March 29, 2012 | Westin Seattle



“At Open Arms, we believe in the inherent dignity and worth of every mother and baby. We believe in the possibility of every child that is born. And we believe that every mother and every family always have the opportunity to live out that possibility.”

-Sheila Capestany, Executive Director



Whether you have personally experienced parenthood or supported someone who has, you understand what a pivotal—and challenging—time it can be. It's hard enough to navigate this transition for families who are well-supported, but when a woman faces a health, housing or employment crisis, experiences domestic violence, doesn't speak English well, or finds herself socially isolated, both she and her baby are at risk.

Open Arms Perinatal Services is an innovative nonprofit dedicated to providing strong community-based support for women through pregnancy, birth and postpartum. The time around the birth of a baby is a transformational time for most women and is a tremendous opportunity to support families in getting the best start in life. Through doula care and breastfeeding peer support, we achieve better health outcomes, strengthen mother-baby bonding and increase parental self-advocacy skills. Our unique services include home visits beginning during pregnancy, attendance at the birth of the baby and ongoing support, referrals and education up to two years after a baby is born as well as home visits by trained counselors to support breastfeeding. We carefully match clients to care providers from the same community whenever possible, and we have the capacity to work with clients in fifteen different languages. Our work is foundational for maternal-infant health and early learning efforts.

Why focus on pregnancy, birth and postpartum?

- Positive social and educational support during this time can have a tremendous impact on the health and well-being of new mothers and their families.
- Research shows women who have doula support have fewer complications such as C-sections, lower rates of postpartum depression and are more likely to breastfeed.
- When a mom receives good support during birth and early postpartum, she's more likely to attach well to her baby - and this decreases the risk of infant mortality and early child abuse and neglect.
- Parent-child attachment is an essential element in creating a solid foundation that ensures that children thrive in their learning and readiness for kindergarten and beyond.

Why Open Arms? Open Arms' services:

- Reduce medical interventions and the costs of perinatal care
- Provide education about pregnancy, birth options, breastfeeding and positive early parenting
- Increase awareness and personal advocacy skills, which set the stage for new mothers to be empowered, confident and strong advocates for their children and families
- Remove barriers by acting as cultural navigators, providing culturally competent links from community to the health care system.

Through birth and outreach doula services, breastfeeding peer counseling for women receiving WIC support, advocacy, community partnerships and a doula scholarship fund for low-income women who wish to become doulas themselves, Open Arms is deeply integrated with the communities we serve and achieves **outcomes that are foundational and effective.**

Sponsors are vital to the success of the Open Arms Luncheon. Why sponsor?

Community Involvement: Reinforce your position and brand—or introduce your company—as a strong supporter of a unique, innovative and effective community-based program that helps children and families.

The Audience: Representatives from the early learning community, home visiting community, health disparities community (providers and policy makers), parents and medical providers attend the Open Arms Annual Spring Luncheon.

Return on Investment: Open Arms operates a balanced budget and gets results; our services reduce medical interventions and the costs of perinatal care as well as supporting ongoing health and well-being of babies and mothers.

Consider that in 2010:

- The Open Arms C-section rate was 23% and of these, only 17% were unplanned. The C-section rate at major Puget Sound hospitals is 38-40%. *Recovering from major surgery while also adjusting to the challenges of having a newborn is tremendous and when added to other life stressors, can become overwhelming.*
- Ninety-five percent of Open Arms' new mothers begin with breastfeeding. *As well as the more well-known physical and emotional benefits to mothers and babies, breastfeeding is a proven protective factor against abuse and neglect, and it can increase mother-child attachment.*
- Among babies born with Open Arms doulas, 3.5% were low birth weight versus 8.2% in the overall U.S. population. *Low birth weight and prematurity put babies at risk for a number of potentially lifelong complications and at worst, can lead to the death of an infant. Helping mothers stay pregnant through to term and increasing awareness about healthy nutrition is one way to impact these unacceptable outcomes.*
- Moms supported during birth and early postpartum are more likely to attach well to their babies; *this decreases the risk of infant mortality and early child abuse and neglect.*
- Parent-child attachment is an essential element in creating a solid foundation that ensures that *children thrive in their learning and readiness for kindergarten and beyond.*
- New mothers who learn personal advocacy skills become more empowered, confident and strong advocates for their children and families.

In 2010, the Seattle Human Services Coalition awarded Open Arms with the Innovative Program Award. This coveted honor highlights Open Arms' ability to build upon an outstanding program model that addresses health disparities from the earliest stage of human development. The award also recognizes that Open Arms achieves positive program results. When you support Open Arms, you invest in the innovative and effective work that makes it possible for all babies to reach their potential.