

2023 PARTNERSHIP OPPORTUNITIES



NAPA VALLEY
FARMWORKER
FOUNDATION

To support and promote Napa Valley's vineyard workers through education and professional development.



NAPA VALLEY FARMWORKER FOUNDATION

We are a farming community like no other. Where excellence is aspired to at every level and attention to detail is essential. We rely on each other to learn the rhythms of the vineyard and we value experience gained over time.

The Napa Valley Farmworker Foundation was created to invest in the men and women with boots on the ground and grapes in their hands.

It was founded on the principle that **education is the key to success**: it is limitless; provides a high return on investment; and once attained, can never be taken away.

The Napa Valley Farmworker Foundation provides free, convenient access to valuable workshops and programs in Spanish, that provide skills for career advancement and, just as importantly, personal growth.

PARTNERSHIP OPPORTUNITIES

Three great options for those who want to partner with the Napa Valley Farmworker Foundation to change lives and build a better community for all:

SPONSOR
page 3

COLLABORATE
page 4

DONATE
page 5



"It's something I can't explain, there were so many skilled women - and winning among all of them was an honor. It was important to me to win this to show my coworkers what we are capable of; it was something very special."

– Maria, sharing her thoughts on winning the 2017 Pruning Contest

SPONSOR

STRATEGIC SPONSOR Commit to a one, three, or five-year sustaining partnership that impacts our community, while promoting your support of the Napa Valley Farmworker Foundation. Every sponsor dollar is used to underwrite the educational programs and events that are offered to farmworkers at no cost to them or their employers, eliminating potential barriers to participation.

TIMING: RENEWS ANNUALLY

	VISIONARIOS \$10,000	PRINCIPALES \$5,000	COMUNITARIOS \$2,500
Harvest Gathering Invitation Special event to thank partners and present the Scholar Award	X		
Priority Registration For limited capacity programs and workshops	X	X	
Annual FWF Branded Gift Vest or similar gift	X	X	
Brand or Logo Promotion Website, Grower Bulletins, and events	X	X	X
Bi-Annual Impact Report	X	X	X

PRUNING CONTEST SPONSOR Make an impact and become part of the story by supporting our Pruning Contest, a long-standing event celebrating the local farmworker community. As many as 200 competitors attend each year supported by their families and co-workers.

Banner: Prominently displayed at event for high-visibility

Brand or Logo Promotion: Event marketing includes social media posts, press release, and website page
TIMING: FEBRUARY | COST: \$500

DIA DE LA FAMILIA SPONSOR Participate in one of the community's most vibrant events that includes free tacos, mariachi, and family activities as well as features 50 organizations for the Valley's best street festival.

Branded Gifts: Each year more than 2000 gifts, such as t-shirts, hats and totes are distributed to attendees

Banner: Prominent recognition on the stage and from the podium

Brand or Logo Promotion: Event marketing includes social media posts, press release and website page
TIMING: JULY | COST: \$1,000

COLLABORATE

There are multiple and creative ways to celebrate the Napa Valley Farmworker Foundation, while meeting your own business goals. Below are a few great examples of collaborations we've had with our partners.

Donate a Percentage of Sales

Round Pond promoted a three-bottle Back-to-School wine collection and donated 10% of the sales to the Napa Valley Farmworker Foundation.

In honor of Hispanic Heritage Month, PlumpJack Collection of Wineries donated a portion of proceeds from wine sales and offered the opportunity to raise additional donations through the PlumpJack Foundation.

Engage your Wine Club

Domaine Carneros asked its wine club members to select a non-profit organization for a charitable contribution. When 70% of all respondents choose the Napa Valley Farmworker Foundation, Domaine Carneros made a donation on their behalf!

Let Customers Add Support to their Carts

Carlton McCoy and Lawrence Wine Estates created a new program – In the Service of Others – that will allow customers to add a donation to the Napa Valley Farmworker Foundation at checkout during a designated month.

Host a Wine, Dine and Donate

Consider hosting your own event to raise awareness of the Napa Valley Farmworker Foundation. In lieu of a ticket, request a donation of behalf of the Napa Valley Farmworker Foundation. We can provide a marketing toolkit including photos, messaging, hashtags and a handy QR code.



"I have taken advantage of all the classes, but if I had to say what was most important, it would be the English classes. I understand a lot of English, but I need to practice speaking more. I just finished the 13-week English Program in April. I also went to a class on pesticides, CPR, among others. It is always good to learn and if we are given that opportunity to attend classes, it improves you as a person, improves one's job and broadens one's knowledge and learning."

– Porfirio, continues to take almost every class offered by the Napa Valley Farmworker Foundation

DONATE

Our individual partner contributions range from a single gift made online to providing a matching gift used to leverage additional donations.

The Give!Guide

CanDo's Give!Guide raises awareness and funds in support of the exceptional work of nonprofits serving Napa County residents every year from Giving Tuesday in November through December 31. The Napa Valley Farmworker Foundation is honored to be included year after year.

A Gift of Property

Bequest a vineyard or winery to the Napa Valley Farmworker Foundation as part of an estate, succession or property sale plan.

An Estate Gift

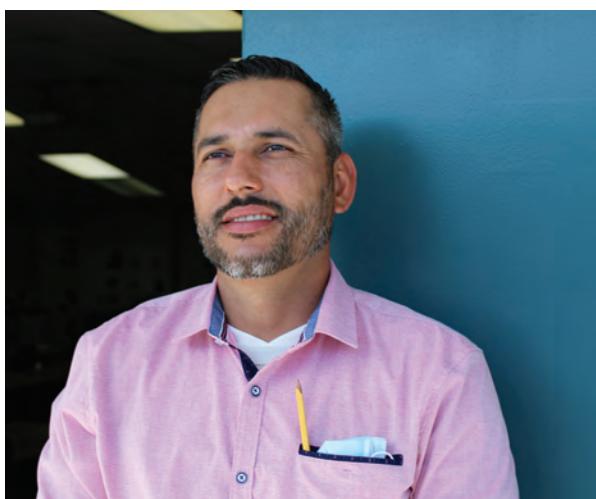
Naming the Napa Valley Farmworker Foundation as a beneficiary of your estate is an easy way to make a cash-less gift and can provide critical funds in the future.

Your Cellar

The Legacy Cellar Foundation converts wine collections into charitable donations. Learn more at LegacyCellar.org.

Social Media

For your next birthday, host a fundraiser using your social media accounts on Facebook or Instagram. Easy to set up and 100% of the funds raised are contributed to the Napa Valley Farmworker Foundation.



"The technology class has helped me a lot. Before I didn't know how to type and now I can thanks to the exercises they taught me. It helps me with my family, and with my work because I have a lot to do on the computer. I would encourage everyone to take it, because it is such a great learning experience that helps us in life."

– Leopoldo, 2021 Technology Workshop Graduate

THE IMPACT OF YOUR PARTNERSHIP

NAPA VALLEY FARMWORKER FOUNDATION BY THE NUMBERS

MENTORED 108 High School Students	REACHED 25,000 Farmworkers & Families	PROVIDED 3,300 Hours of Education
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We support and promote Napa Valley's farmworkers through education and professional development with a focus on five primary categories:

ADULT LITERACY

Education and competency in core areas of English, math, and finance expand opportunities for farmworkers. Examples of programs include: 10 Week English Literacy Program, Excel for Supervisors, and Workplace Math. By providing these courses during the workday, we are putting **opportunity within reach** for those who aspire to supervisor and specialist roles that require these skills.

VITICULTURE & SAFETY

Training courses are **provided by trusted experts** to provide continuing education opportunities for Napa Valley's highly skilled vineyard workforce. Examples include Healthy Soils and Irrigation Assessment, Wildfire Safety & Regulations, and Train-the-Trainers in Pesticide Safety, Tractor Safety and more.

LEADERSHIP & MANAGEMENT

CULTIVAR is an annual, three-day, intensive program attended by 250 fieldworkers and supervisors eager to increase their knowledge and skill set. Topics range from winterizing vineyards to building communication skills. Everyone who attends receives a certificate of completion—**a source of pride, especially for those who never had the opportunity for a traditional education.**

MENTORSHIP

The Patrick Foley Fields of Opportunity Summer Mentor Program is a paid, eight-week summer mentorship program for high school students from a range of academic trajectories. Positions are available with the viticultural tech team, irrigation department, tasting room, office, vineyards, or winery production. The program also includes life skill workshops on topics such as buying your first car, interviewing, and mental health. But most impactful of all, is the connection made between the student and their mentor that builds confidence and helps a young person **envision a brighter future.**

FAMILY PROGRAMS

We support families of farmworkers by providing information and **education to help build a stable and secure future.** Examples of workshops include Navigating the American School System, Immigration Resources, and Retiring in the USA.

TOMORROW'S LEADERS BEGIN WITH YOUR PARTNERSHIP



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