



Fertile Ground Foundation



SPONSORSHIP PROPOSAL

The Fertile Ground Foundation
Registered 501(c)3

Presented to
Potential Sponsors

Presented by
Fertile Ground Foundation Board

www.thefgfoundation.org



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WHO WE ARE

The Fertile Ground Foundation is a Charlotte based nonprofit organization that was started by Founder & Director, Shemaine Fox-Pickens in hopes of creating a safe space for women and families to connect and receive the resources and support they need to battle the impacts of infertility.

The need to increase awareness around the impacts of infertility is becoming more important each day as numbers of impacted individuals and couples continue to rise. The Fertile Ground Foundation is committed to advocating for the women and families battling infertility and pushing the boundaries of the infertility conversation so that those who are impacted can begin to make their reproductive health a priority and get the support and resources they need. We hope to create a fertile ground where families can grow!





WHAT IS INFERTILITY

According to the World Health Organization (WHO), 1 in every 8 couples suffer from infertility, and 1 in every 6 people battle it as well. Infertility is defined as 12 consecutive months of regular consistent unprotected intercourse with no success of pregnancy. It's been estimated that infertility has impacted around 48 million couples and 186 million individuals worldwide. The need for support is immediate.

Infertility rates are rising, according to the Centers for Disease Control and Prevention (CDC). There used to be a worldwide average of 5 children per woman in 1950, but since 2020, that average has fallen to 2 children according to the United Nations. Infertility is now recognized as a disease and one that we can fight against with the proper knowledge and treatments.





WHO WE SUPPORT & HOW

Our Community & Engagement

The infertility community is extremely diverse and made up of people from every background and ethnicity. About 4,000 people a year seek infertility treatment each year and that number is rising. Impacted demographics are both male and female between the average ages of 25 to 45. These are the individuals that you will be supporting as a sponsor and who we connect with daily!

Dealing with infertility and having conversations around infertility in our communities has typically been taboo. So many couples have been reluctant to deal with the impacts of infertility, and unfortunately historically this has been seen as mostly a female reproductive concern, when actually male factor infertility also plays a part and is considered during fertility evaluations.

It's important that education and knowledge around infertility is readily available so that couples know where and when to start asking questions and have avenues available to help them deal with the impacts and conversation around their battle.

Our goal at Fertile Ground is to also work to raise awareness and provide resources through fundraising and engagement events that can help spread the word.





FERTILE GROUND FOUNDATION GRANT FUND

Donate & Support

There are times when the answer to infertility is in the form of consultations and/or reproductive assistance. Reproductive assistance procedures such as In vitro Fertilization, Intrauterine Insemination, etc., are procedures that create the opportunity for an individual or a couple to achieve a successful pregnancy, however, these procedures can be costly and are often not covered by most medical insurance providers. Often times these procedures including medications can range between \$18,000 to \$30,000 per cycle.

This is a significant amount of money with no aid from the insurance providers. This why we established our grant fund. The Fertile Ground Foundation Grant fund provides financial assistance to women needing help with the costs associated with infertility procedures and consults. We are engaging the community more and more so that we can increase the number of couples we can support and help achieve a successful pregnancy.





OUR TEAM



Shemaine Fox-Pickens
Founder & Director



Milan Kelly
Co-Director



Courtney Dial-Thurman
Co-Director



Interviewing Now!
Event Coordinator



Interviewing Now!
Public Relations



Interviewing Now!
Sponsorship Director



VISION & MISSION



Fertile Ground Vision

Our vision at the Fertile Ground Foundation is to create a network of resources and support for women and families battling infertility. We work to do this in hopes that the battle against infertility gains more visibility and that we can aid more families in their journey to start and/or expand their families.

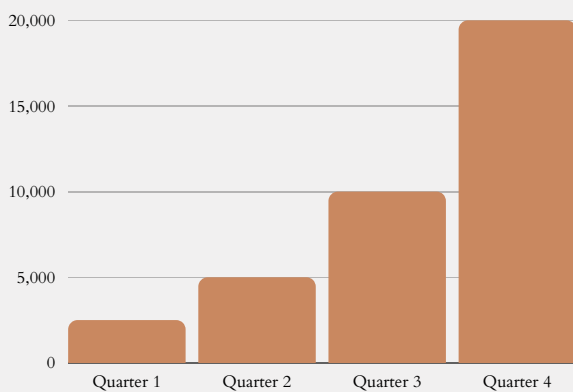
Fertile Ground Mission

Our mission is to advocate for women and families battling infertility and to connect these families with the resources and support they need by creating opportunities through fundraising and engagement events that increase awareness and push forward the conversation around the mental, physical, and emotional impacts of infertility.





GOALS & ENGAGEMENT



Quarterly Goals

The Fertile Ground Foundation is working to meet an annual fundraising goal of \$20,000. This funding goes towards our Grant Fund and our engagement events so that we can increase our annual goal each year. Your contributions and sponsorships allow the foundation to create opportunities for families to set up the consultations and procedures they need, as well as allow us to engage more of the community.



Community Engagement

Without your contributions Fertile Ground is not able to work to increase awareness and bring our community together around this cause. The core of our foundation is increasing awareness; spreading the word and getting our community partners on board to help drive the conversation and push the boundaries around the infertility conversation through engagement!



SUPPORTING EVENTS

Queen’s Charity Lunch

In April 2023 we hosted the 1st Annual Queen’s Charity Lunch to honor Women and Families during National Infertility Awareness Week! The foundation was able to raise \$5000 to support future events and the Fertile Ground Foundation Grant fund.



Fertile Ground 5K Walk

In October 2023 the Fertile Ground Foundation will honor Pregnancy & Infant Loss Awareness Month by hosting a 5K Walk. This is an annual event to increase awareness and raise funding for the families we support!



Fertile Ground Founders Gala

The Fertile Ground Foundation Board is planning to host the 1st Annual Founders Masquerade Gala in 2024. This will be a flagship event that will raise funding for the Fertile Ground Grant fund and honor those who have contributed and supported!



SOCIAL OUTREACH & IMPACT

Visit www.thefgfoundation.org

Staying connected with our community is key to driving awareness and bringing supporters together to engage with the foundation. Our team works each day to build our presence within our social media platforms and drive our community to our socials. As a Sponsor you will be apart of that community visibility.



Listen to the Fertile Ground Podcast wherever you stream your podcast! Follow the podcast @thefgpodcast_



Our social media presence is growing daily and as we connect with partners and sponsors, we will work to ensure that we represent you and present you on all of our social media platforms during foundation events and moments that we are celebrating as you would be making that possible! It's important for our supporters and the Fertile Ground community to know who our partners and sponsors are and how they are contributing to the foundation and to those we support.

Our current socials are:

- Instagram @thefgfoundation
- Facebook @FertileGroundFoundation
- YouTube @FertileGroundFoundation
- Online: www.thefgfoundation.org



SPONSOR

HOW YOU CAN JOIN THE FIGHT

SPONSORSHIP LEVEL	ANNUAL INVESTMENT	SPONSOR BENEFITS
*FOUNDERS SPONSOR	\$15,000	<ul style="list-style-type: none"> - Naming rights for the event and inclusion of logo on all event materials - Inside program sponsor full page write up and note on back cover of program, and display advertising at event - Featured in printed and social media advertising for event - 25' banner at event - Opportunity for sponsor to speak at event -Swag bag materials - 20 tickets to events and VIP Early Access in Founders Suite -Advertisement on the Fertile Ground Podcast
BENEFACTOR SPONSOR	\$10,000	<ul style="list-style-type: none"> - Naming rights for VIP auction preview reception - Inside program sponsor write up and note on back cover of program, and display advertising at event - Featured in printed and social media advertising for event - Logo featured on website for one year on event invitations and materials -Swag bag materials - 10 tickets to events and VIP Early Access in Founders Suite -Advertisement on the Fertile Ground Podcast



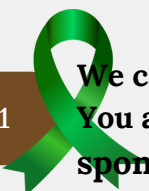
SPONSOR

HOW YOU CAN JOIN THE FIGHT

SPONSORSHIP LEVEL	ANNUAL INVESTMENT	SPONSOR BENEFITS
<p>EXCELLENCE AWARD SPONSOR</p>	<p>\$5000</p>	<ul style="list-style-type: none"> - Naming rights for one of this year's Fertile Ground Excellence Awards, presented at the event - ½ page write up and ad in event program and display advertising at event - Featured in printed and social media advertising for event -Swag bag materials - Name listed on event invitations and logo featured on website for six months - 6 tickets to events, VIP Early Access in Founders Suite -Advertisement on the Fertile Ground Podcast
<p>CONTRIBUTING SPONSOR</p>	<p>\$2500</p>	<ul style="list-style-type: none"> - ½ page write up and ad in event program and display advertising at event - Featured in printed and social media advertising for event -Swag bag materials - Logo and short bio featured on website for six months - 4 tickets to events, VIP Early Access in Founders Suite Advertisement on the Fertile Ground Podcast
<p>TITLE SPONSOR</p>	<p>\$1000</p>	<ul style="list-style-type: none"> - Logo and short bio featured on website for six months - 2 tickets to event, VIP Early Access in Founders Suite - Logo featured on Event Banner and Event Program

We can also discuss "In-Kind" Donations & Contributions.

You also have the option to build your own sponsorship based on what you see here!





WHERE YOUR CONTRIBUTIONS GO

Fertile Ground Foundation Grant Fund

The Fertile Ground Foundation Grant Fund is an endowment that allows our foundation to provide financial assistance to women and couples battling infertility. It helps cover the costs of fertility consultations and uncovered procedures such as In Vitro Fertilization, (IVF), Intrauterine Inseminations, (IUI), and/or other uncovered fertility treatments or medications that they need support with. These treatments carry a high and heavy financial burden, and we are here to help alleviate that need with your support.



Raising Awareness

In addition to our annual grant, our goal is to increase awareness around infertility by hosting community events, partnering with healthcare professionals in our area, and pushing the conversation forward through our social media outlets. The more you know, the more you grow!



Engage Community Partners

Through the support and engagement of our community partners, we can create more conversation and action around infertility. We cannot reach our goals without the support of our community! You are vital to our mission and goals!



THANK YOU FOR YOUR SUPPORT!

To support and become a Sponsor please contact us at the information below. We hope you will join the fight!

Phone Number	704-649-0070
Email Address	info@thefgfoundation.org
Website	www.thefgfoundation.org
Location Address	TBD

