

“Lifting Up Individuals and Communities”

Advancing Economic Growth &
Mental Health Wellness
for Thriving Communities



Partners In Community Development, Inc.

2026 Partnership Opportunities



Economic Development &
Upward Mobility Coalition

www.thepicd.org

Partners in Community Development Inc.

At-a-Glance

Partners in Community Development Inc. (PICD) was founded in 1993 and incorporated in 1994 as a grassroots organization focused on developing a sense of community in low-income housing developments in Upstate, NY. Our mission is Nurturing Neighborhoods and Caring for Kids through various activities within neighborhoods that promote tolerance and empowerment. Our services focused on childcare, prevention supports, afterschool educational supports, senior nutrition services, economic self-sufficiency/job development services, health, and wellness activities. Based on the increased need to address the social and emotional health of children within the low-income communities, in 2020, additional services were added to include referrals to behavioral health services, caregiver mental health education and peer support. The initiative of Black, Indigenous People of Color (BIPOC) PEEEEEEK was launched with BIPOC Parent/Caregiver Ambassador board leading strategies and activities to address mental health in children and families in BIPOC Communities. As BIPOC PEEEEEEK continued to expand and amplify the need to diversify the Peer workforce in 2024 and PICD collaborated with community partners to lead a workforce learning collaborative and address pay equity and disparities experienced in the workforce by those who often face barriers to obtaining and retaining employment. As a result, the organization was engaged to lead the North American Economic and Upward Mobility Collation, a network founded to convene stakeholders including providers, employers, workforce networks, educational institutions and pay equity advocates interested in creating career pathways for individuals from low-income communities to advance Economic and Upward Mobility.

The Economic and Upward Mobility Coalition are implementing initiatives and activities that address pay equity, economic mobility, job readiness, retention, entrepreneurship, small business development, workplace wellness and closing the wealth gap. While the project will highlight the experiences and professional career journeys of individuals from diverse backgrounds, there will be an emphasis on Women of Color and allies committed to using their influence to elevate individuals living and working in low-income communities.

As a specialty area, BIPOC PEEEEEEK Parent Mental Health Project started as a parent/caregiver led initiative that focuses on addressing mental health inequities and has expanded to include workforce disparities across systems. As a key part of the work that bridges mental health, and a workforce focus is building a culturally responsive peer support network for BIPOC families. This includes supporting lived experience and recognizing peer positions as a profession. Over the last three years, we have reached more than 5,000 through both in-person and online educational, peer workforce initiatives and outreach offerings. There is an annual series of regional symposiums, conferences, online awareness events and community educational opportunities to address mental health in communities of color and culturally responsive care.

2026 Partnership Opportunities

“Lifting Up Individuals and Communities”

Our 2026 focus and theme, ***“Lifting Up Individuals and Communities”*** emphasizes the powerful connection between economic development and mental health wellness key drivers of thriving communities. Our target regions include Rochester, Buffalo, Niagara, Syracuse and surrounding rural communities. Our virtual initiatives have a state and national reach.

Mental health wellness is more than individual well-being it is a foundation for strong economies and thriving communities. When people have access to mental health care and support, they engage in community activities, work, sustain employment, and pursue advancement and upward mobility. This, in turn, drives economic development and creates pathways to prosperity.

Throughout 2026, our programs and initiatives will explore the essential pillars of community wellness: ***“Lifting Up Individuals and Communities”***, we share responsibility for building safe environments, ensuring access to mental health care and support, expanding access to jobs, and fostering economic opportunity. We recognize the challenges faced by underserved and low-income communities, where social determinants of health and environmental factors often fuel trauma-related experiences. By addressing these barriers, we can develop strategies to strengthen workforce participation, improve economic outcomes, and ensure healthier, more resilient communities.

Our 2026 calendar consists of events, educational sessions, and other activities hosted by PICD and other strategic partners. The events and sessions will offer deliberate discussions, education, key learning objectives, and networking opportunities. These activities will reach community members, Peers, not for profit organizations and corporations, elected officials and local leaders, regional and national experts, community members and other stakeholders. Some events may have a specific focus and target audience but will be open to all.

Join us to honor lived experience, advance mental health wellness, and invest in economic growth. We invite you to become a partner or sponsor and demonstrate your commitment to building healthier, stronger, and more prosperous communities.

In recognition of our diverse group of partners, there are partnership opportunities to choose from, under two title tracks;

Mental Health Wellness
Champions

or

Upward Mobility & Economic
Development Champions

**If you have any questions or need further information, please contact:
Sara Taylor at (585) 305-4094 or SaraBIPOCpk@thepicd.org**

2026 Partnership Opportunities & Confirmed Event Dates

**** = Events focus for Mental Health Champions**

++ = Events focus for Upward Mobility & Economic Development Champions

February 2026

Mental Health in the Black Community**

Saturday February 7, 14, 21 – Virtual Events

Tuesday Feb 24 – Economic Development Symposium - Virtual Event ++

Thursday February 26 – Workforce Development & Wellness In-Person Event –Rochester, NY++

Saturday February 28 – Workforce Development & Wellness In-Person Event –Buffalo, NY++

March 2026

Women's History Month

Wednesday March 25 –Economic Workforce Symposium-In Person Event-
Batavia, NY - ++

May 2026

May 19-20 – Peer Workforce Inclusion Summit – In Person Event - Niagara Falls, NY -**++

June 2026

June 3-4 - Woman of Color Summit – In Person Event - Niagara Falls, NY- **++

July 2026

July 16 and 23 – Woman of Color - Virtual Events **++

Minority Mental Health Awareness Month Series **

July 14 – In Person Event – Buffalo, NY

July 22 - In Person Event – Rochester, NY

July 28 – In Person Event – Syracuse, NY

July 21st Equal Pay Day – Date TBD – In person event – Rochester and Buffalo, NY

October 2026

World Mental Health Day - Date TBD – Statewide Virtual Event**

Community Awareness Event–Family Feud-Date TBD- In Person Event– Rochester, NY**++

November 2026

November 17-18 – North American Affordable Housing and Services Conference –
In Person Event - Niagara Falls, NY**++

2026 Partnership & Sponsorship Opportunities

Mental Health Wellness

Presenting Sponsor - Thriving Communities: Advancing Mental Health

\$25,000

Up to 2 Sponsors

Agency/Company recognition as sponsor/partner at **ten** 2026 events, two-minute video or five slides featured during exhibitor showcase, up to (15) staff registrations for your ten selected events, agency/company logo on all materials, signage, exhibitor table, company representative to have opening remarks at designated event and continued recognition as regional sponsor of all PICD community engagement activities for low-income communities through December 31st, 2026. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Year Long Primary Partner – Health Equity and Access to Care Advocate

\$15,000

Up to 4 Sponsors

Agency/company recognition as sponsor/partner at **eight** 2026 events, two slides to be featured during exhibitor showcase/breaks; (10) registrations at your eight elected events, agency/company logo on all materials/promotion, signage, exhibitor table, company leadership recognition during opening and continued recognition as sponsor for all PICD community engagement activities for low-income communities through December 31st, 2026. Team of four (4) to play on stage at the July Family Feud Special Event.

Upward Mobility & Economic Development

Presenting Sponsor - Thriving Communities: Upward Mobility & Economic Development

\$25,000

Up to 2 Sponsors

Agency/Company recognition as sponsor/partner at **ten** 2026 events, two-minute video or five slides featured during exhibitor showcase, up to (15) staff registrations for your ten selected events, agency/company logo on all materials, signage, exhibitor table, company representative to have opening remarks at designated event and continued recognition as regional sponsor of all PICD community engagement activities for low-income communities through December 31st, 2026. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Year Long Primary Partner – Upward Mobility and Equity Advocate

\$15,000

Up to 4 Sponsors

Agency/company recognition as sponsor/partner at **eight** 2026 events, two slides to be featured during exhibitor showcase/breaks; (10) registrations at your eight elected events, agency/company logo on all materials/promotion, signage, exhibitor table, company leadership recognition during opening and continued recognition as sponsor for all PICD community engagement activities for low-income communities through December 31st, 2026. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Partnership & Sponsorship Opportunities (continued)

Mental Health Wellness

2026 Addressing Social Determinants and Wellness Advocate

\$10,000

Up to 4 Sponsors

Agency/Company recognition as sponsor/partner for up to **five** events, logo on all marketing material, two slides during exhibitor showcase/ breaks, exhibitor table, eight (8) registrations for your five selected events acknowledgement during opening remarks. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Community Impact – Mental Health Wellness Supporter

\$7,500

Organization regional sponsorship at **three** events, two slides during exhibitor showcase, exhibitor table, agency/company logo on all materials and up to six (6) registrations for your three elected events. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Not-for-Profit Mental Health Wellness Supporter (Excludes HMO and Law Firms)

\$3,000

Agency/company logo on all material and up to (4) registrations for **two** symposiums or conferences. Exhibitor table offered if applicable.

Upward Mobility & Economic Development

2026 Upward Mobility & Pay Equity Advocate

\$10,000

Up to 4 Sponsors

Agency/Company recognition as sponsor/partner for up to **five** events, logo on all marketing material, two slides during exhibitor showcase/ breaks, exhibitor table, eight (8) registrations for your five selected events acknowledgement during opening remarks. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Community Impact – Economic Development Supporter

\$7,500

Organization regional sponsorship at **three** events, two slides during exhibitor showcase, exhibitor table, agency/company logo on all materials and up to six (6) registrations for your three elected events. Team of four (4) to play on stage at the July Family Feud Special Event.

2026 Not-for-Profit Upward Mobility Supporter (Excludes HMO and Law Firms)

\$5,000

Agency/company logo on all material and up to (4) registrations for **two** symposiums or conferences. Exhibitor table offered if applicable.

2026 Grass Root, Small organization, Faith Based Partners with Budgets Under \$500K - \$1,000

Agency/company logo on all material and five registrations for **one** symposium or conference (excluding Jun 3-4 WOC Summit).

Partnership Payment Form

Please note the following before submitting this form:

- All payments are non-refundable.
- All payments must be received no later than January 31, 2026
- All Logos (if applicable) must be received no later than January 31, 2026
jpeg or png Via email SaraBIPOCpk@thepicd.org
- All slides reflecting Inclusion at 16.9 wide (if applicable) must be sent via email 10 days before event and video uploads will be provided as needed.
- Payments Payable to: Partners In Community Development
(**w-9 and invoices sent upon request and ACH preferred**)

**Mail all payments to:
PICD Partnership 2026
45 Maxson Street, Rochester, NY 14609**

Please complete the details below. Please retain a copy of this form for your records

Agency/Company Name:

Agency/Company Address:

Primary Contact Name:

Primary Contact email address:

Primary Contact Phone:

Sponsorship Level:

Please indicate the events you would like to sponsor:

Total Amount Enclosed

\$

**If you have any questions or need further information, please contact:
Sara Taylor at (585) 305-4094 or SaraBIPOCpk@thepicd.org**