



**ELLA BAKER  
CENTER for  
HUMAN RIGHTS**



**ELLA BAKER CENTER**

# **PARTNERSHIP OPPORTUNITIES**





# TO OUR PROSPECTIVE CORPORATE PARTNERS,

Since first organizing in 1996, the Ella Baker Center community has grown thanks to strong, thoughtful community leaders. **Together we have built safer communities while fighting for the rights of all.**

I've grown alongside EBC. I began working to restore the rights of people who were impacted by the criminal legal system at age 15. Since then, I've led many successful campaigns - **grown from the wisdom of those that came before us and strategic collaboration between those of us in the movement.**

As the next generation of community organizers build on past victories, there is much to be learned from the leaders who came before us and those fighting alongside us. **When you sponsor Marlene's Movement Initiative, you are directly investing in new leadership, space for reflection and learnings, and collaborations of currently and formerly incarcerated organizers.**

These organizers continue **EBC's mission of divesting resources from systems of harm and into solutions generated by Black, Brown, Indigenous and low-income communities of color.** This ongoing work, and the shifting challenges that accompany it, will require us to build our knowledge while evolving to meet the moment.

There is a need for strengthened infrastructure, new ways of strategizing, and deep healing. By learning from the past, we can go even further in the future. **You have the opportunity to be a leader in fueling this next step in the movement.** I hope you will join us.

With appreciation,

Marlene Sanchez, Executive Director





# EMBRACING THE MOVEMENT A CONVERSATION ON THE IMPACT OF MENTORSHIP



**Wanda Johnson**  
Board President  
Oscar Grant Foundaton



**Moderator:**  
**Lateefah Simon**  
Executive Director  
Akonadi Foundation



**Marlene Sanchez**  
Executive Director  
Ella Baker Center



**Linda Evans**  
Activist



# ELLA BAKER CENTER 25TH ANNIVERSARY

## PARTNERSHIP LEVELS

### LIBERATION PARTNER: \$50,000

(1 AVAILABLE)

**Funds the Inside/Outside Fellowship, where incarcerated and directly impacted people work with EBC's policy team to advocate for change**

- Full size logo and link on Ella Baker Center website and livestream event page
- Full size logo in event invitation and event-related emails
- Logo in on-screen partnership loop
- Verbal recognition at event
- Tagged in event-related social media promotion
- Name recognition in media advisory sent in advance of event
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC
- Matching gift credit (all money raised during event is matched by your partnership)
- Lunch & Learn with EBC leadership on Reimagining Community Safety
- EBC staff-led volunteer action hour for Partner and employees





# ELLA BAKER CENTER 25TH ANNIVERSARY

## PARTNERSHIP LEVELS (CONTINUED)

### JUSTICE PARTNER: \$35,000

(3 AVAILABLE)

**Supports the Prison Mail program, where we communicate with over 6,000 incarcerated people about recently passed legislation, reentry, and legal support**

- Large logo and link on Ella Baker Center website and livestream event page
- Large logo in event invitation and event-related emails
- Logo in on-screen partnership loop
- Verbal recognition at event
- Tagged in event-related social media promotion
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC
- Lunch & Learn with EBC leadership on Reimagining Community Safety
- EBC staff-led volunteer action hour for Partner and employees

### POWER PARTNER: \$25,000

(5 AVAILABLE)

**Funds one full mutual aid event that distributes hundreds of supplies to Black, Brown, and low-income communities**

- Large logo and link on Ella Baker Center website and livestream event page
- Large logo in event invitation and event-related emails
- Logo in on-screen partnership loop
- Tagged in event-related social media promotion
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC
- Lunch & Learn with EBC leadership on Reimagining Community Safety



# ELLA BAKER CENTER 25TH ANNIVERSARY

## PARTNERSHIP LEVELS

(CONTINUED)

### HOPE PARTNER: \$15,000

(8 AVAILABLE)

**Pays directly impacted artists to visually redefine community safety in our annual Night Out for Safety and Liberation**

- Logo and link on Ella Baker Center website and livestream event page
- Logo in event invitation and event-related emails
- Logo in on-screen partnership loop
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC
- Tagged in event-related social media promotion
- Lunch & Learn with EBC leadership on Reimagining Community Safety

### TRUTH PARTNER: \$10,000

(10 AVAILABLE)

**Enables organizers to engage in direct action and fight for justice**

- Logo and link on Ella Baker Center website and livestream event page
- Logo in event invitation and event-related emails
- Logo in on-screen partnership loop
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC
- Tagged in event-related social media promotion



Photo by Brooke Anderson | @movementphotographer



# ELLA BAKER CENTER 25TH ANNIVERSARY

## PARTNERSHIP LEVELS

(CONTINUED)

### OPPORTUNITY PARTNER: \$5,000

(20 AVAILABLE)

**Delivers 2,000 toolkits to incarcerated individuals to help them advocate for resentencing**

- Name and link on Ella Baker Center website and livestream event page
- Name in email invitation and event-related emails
- Logo in on-screen partnership loop
- Sample Twitter, Facebook, and Instagram posts to share your support of EBC

### DIGNITY PARTNER: \$2,500

(30 AVAILABLE)

**Funds one "Pathways to Early Release" training which explains the process for resentencing referrals to the loved ones of people who are incarcerated**

- Name and link on Ella Baker Center website and livestream event page
- Name in email invitation and event-related emails
- Logo in on-screen partnership loop

### COMMUNITY PARTNER: \$1,000

(UNLIMITED)

**Funds intern stipends so that we can develop the next generation of community leaders**

- Name and link on Ella Baker Center website and livestream event page
- Name in email invitation and event-related emails

## Partnership Level Comparisons

	Liberation Partner \$50k (1)	Justice Partner \$35k (3)	Power Partner \$25k (5)	Hope Partner \$15k (8)	Truth Partner \$10k (10)	Opportunity Partner \$5k (20)	Dignity Partner \$2.5k (30)	Community Partner \$1k (∞)
Logo, or name, and link on event page	✓	✓	✓	✓	✓	✓	✓	✓
Logo or name, in print and email invitations, event emails	✓	✓	✓	✓	✓	✓	✓	✓
Logo in on-screen partnership loop	✓	✓	✓	✓	✓	✓	✓	
Sample blog, Twitter, Facebook, and Instagram posts to share your support of EBC	✓	✓	✓	✓	✓	✓		
Tagged in event-related social media promotion	✓	✓	✓	✓	✓			
Lunch & Learn with EBC leadership	✓	✓	✓	✓				
Verbal recognition during the program	✓	✓	✓					
EBC staff-led advocacy program for Partner and employees	✓	✓						
Matching gift credit (all money raised during event is matched by your Partnership)	✓							
Name recognition in media advisory sent in advance of event	✓							



- Partnerships must be paid by **July 15th** in order to guarantee inclusion in printed materials.
- Partnerships must be paid by **August 16th** in order to guarantee inclusion in the summer event.
- The final deadline to become an event partner is **August 23th**.







# ELLA BAKER CENTER for HUMAN RIGHTS



## Partnership Reply Form

### Select your Partnership level

- ☐ Liberation: \$50,000      ☐ Justice: \$35,000      ☐ Power: \$20,000  
☐ Hope: \$15,000      ☐ Truth: \$10,000      ☐ Opportunity: \$5,000  
☐ Dignity: \$2,500      ☐ Community: \$1,000  
☐ We are unable to attend the events but would like to support EBC's work.  
Enclosed is a contribution of \$ \_\_\_\_\_.

### Contact Information

Company Name: \_\_\_\_\_

*(As you would like it to appear in our materials)*

Contact Name and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment

Card Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Mail, fax, or email this form with payment to:

Juan Govea, Ella Baker Center  
1419 34th Ave, Suite 202  
Oakland, CA 94601

**Phone:** (510) 982-5128 x 258 **Fax:** (510) 428-3940 **Email:** [juan@ellabakercenter.org](mailto:juan@ellabakercenter.org)

*The Ella Baker Center is a 501(c)(3) organization. Tax ID 94-3252009*