

2024 PARTNERSHIP OPPORTUNITIES



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



WELDING BOOTCAMP

Eric was an excellent teacher and helped me build on some skills I already had. Afterward I showed my supervisor how I could help in the shop, and now I have more responsibility and a pay raise at work.
– Felipe Tonoco

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 complimentary, convenient access to valuable workshops and programs in Spanish, a pathway for personal and professional 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



WOMEN'S LEADERSHIP WORKSHOP

The Farmworker Foundation offers us classes to help us discover abilities that we might not immediately recognize. – Breydi Lopez

*The Women's Leadership Workshop helped us understand that we, as women, are talented, and to leave behind the fear that keeps us from being leaders. After the workshop, I felt like I could do anything!
– Maritza Lopez*

SPONSOR

	VISIONARIOS \$10,000	PRINCIPALES \$5,000	COMUNITARIOS \$2,500
Invitation to Cultivar Invitation to attend the Scholar Award presentation at Cultivar, an award given to whoever completes the most Farmworker Foundation education hours within the year.	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

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

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

The Lawrence Wine Estates program -In the Service of Others – allowed 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 on behalf of the Napa Valley Farmworker Foundation. We can provide a marketing toolkit including photos, messaging, hashtags and a handy QR code.



ENGLISH LITERACY PROGRAM

I believe it is important to learn English in this county. I want to continue learning because I enjoy learning with my peers. It made me feel confident and welcomed. Learning with people that do the same job, really helped me focus and learn vocabulary to really improve my English at work. I will continue to take these opportunities because I feel they are important for my future.

– Juan Rodriguez

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 November 1 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 PATRICK FOLEY FIELDS OF OPPORTUNITY SUMMER MENTOR PROGRAM

During my 8 weeks I was able to work on my communication skills, problem solving skills, and most importantly to become more independent.

– Evelyn Sanchez

I learned to keep an open mind and say yes when new opportunities come my way.

– Leslie Estrada

Before this internship I was not planning to go to college, I was going to go directly into a trade, but I saw the opportunities the other people at the company had and I changed my mind. I want to go to college now and pursue a career in viticulture.

– Jorge Baltazar

THE IMPACT OF YOUR PARTNERSHIP

NAPA VALLEY FARMWORKER FOUNDATION BY THE NUMBERS

MENTORED
146
High School Students

REACHED
28,000
Farmworkers & Families

PROVIDED
3,700
Hours of Education

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 scouting techniques to building presentation 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.

TOGETHER WE MAKE OUR COMMUNITY STRONGER



**NAPA VALLEY
FARMWORKER
FOUNDATION**

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