



Tanager

Inspire. Empower. Heal.

Ways to ENGAGE



PROGRAM
PARTNERSHIPS



EVENT
SPONSORSHIPS



GET
INVOLVED

Our WHY



The mission of Tanager is simple: to inspire, empower and heal. Since our humble beginnings in 1879 as Linn County's first children's Human Service agency, we've evolved to serve the changing needs of our community. Tanager helps children, young adults and families develop skills to be successful at home, in school and in their community.

Programs and services at Tanager are diverse and include our mental wellbeing clinics, inpatient program, community-based services, our school-based therapy presence, LGBTQ+ Youth Center, Freedom Schools, Camp Tanager, and Meraki Institute of Learning. All our offerings utilize the fundamentals of our RISE: Wellness and Resilience Framework, which highlights opportunities to manage, restore, and rise through adversity. Each year, we serve over 4,000 children and families.



Cory's Story

Cory, 15, has been receiving services at Tanager since he was just 7 years old. His aggression was so severe, he was unable to have anything but a mattress in his bedroom to keep him safe. His parents worried for his future and wondered if he would ever be able to live independently. Through in-home skill building (BHIS), outpatient therapy, and autism social skills groups at Tanager, Cory has blossomed into a kind, social, funny, athletic teen who loves to share his feelings and just landed his first job! Your support make stories like Cory's possible.



PROGRAM PARTNERSHIP

Many programs at Tanager would not be possible without community support. The following programs rely heavily on the community in order to operate. Businesses interested in having a direct impact on a specific program may choose to partner with that program. Gifts designated as "general operations" allow Tanager to utilize the gift in the area of greatest need across all programs and services. We welcome your employees' engagement in the partnership through volunteerism and other opportunities throughout the year. Various levels of support are available, with customized benefits.



CAMP TANAGER

Established in 1926, Camp Tanager provides day and overnight camp programs to over 1,000 campers each summer. Programs are designed for fun, fitness, friendship and learning. Help give the camp experience to children by supporting our camp scholarships and operations.



LGBTQ+ YOUTH CENTER

The LGBTQ+ Youth Center provides a safe and confidential environment for LGBTQ youth, families and allies to connect and find support. Partner with the Center to provide youth with opportunities to build friendships, enhance life skills and engage in new experiences.



MERAKI INSTITUTE OF LEARNING

The Meraki Institute of Learning provides learning experiences focused on increasing awareness, enhancing family and community connections, and cultivating excellence. Provide scholarships for families and community members to enhance their wellness and resilience.





FREEDOM SCHOOLS

A key-indicator of wellbeing is efficacy - a sense of capability; an ability grow and feeling empowered to use strengths and assets in daily life. Sponsor participants in this culturally based literacy program focused on social action, goal setting, family involvement and self-empowerment.



EQUITY & INCLUSION FUND

The average cost of just one month of outpatient therapy for a family with insurance is \$120; 7.5% of Iowa children with private insurance do not have coverage for mental health needs. Provide financial assistance to families who have an inability to pay for care, ensuring equitable access for all.



MEDICATION MANAGEMENT

For many conditions, medication with therapy is the “gold standard” treatment and can improve outcomes. Access to highly specialized pediatric prescribers remains a significant concern. Tanager is committed to retaining these providers despite over \$350K operating deficits. Offset the total cost to maintain this care for kids who need it, regardless of insurance type.





February 2023

Target Market: Supporters & Mental Health Advocates

Estimated Attendees: 250

Gala

The Tanager Gala successfully raises both awareness and funds for Tanager programs. Although the theme changes from year to year, the focus of this event never falters. We celebrate the success of the families we serve and recommit on behalf of those to come.

Sponsor Benefits	Platinum \$10,000+	Gold \$5,000+	Silver \$3,500+	Bronze \$1,000+
Recognition for sponsorship in Annual Report	●			
Quarterly update of event details	●			
Opportunity to serve on planning committee	●			
Speaking opportunity at event	●			
Logo on printed & electronic invitations	●			
Inclusion of materials at event registration table	●	●		
Naming rights/logo recognition at dedicated space	●	●		
Recognition in all paid/in-kind media (tv, social, print)	●	●	●	
Verbal recognition at event	●	●	●	●
Recognition on print items	LOGO	LOGO	LOGO	NAME
Recognition on website	●	●	●	●
Ticket to event (\$100/ticket value)	TABLE	6	4	2
Recognition in media releases and media alerts	●	●	●	●

IMAGINATION!

S Q U A R E

June 24, 2023

Target Market: Children & Families

Estimated Attendees: 2,000+

Imagination! Square is Tanager's largest *friendraiser!* This event integrates programming with the Cedar Rapids Freedom Festival and is held in Greene Square Park following the Freedom Festival parade. This is an inclusive community event with free activities for the whole family to enjoy. Activities include arts and crafts, bouncy houses, STEM learning, trackless train rides, the Jr. Firefighter Challenge and much more!



Sponsor Benefits	Platinum \$10,000+	Gold \$5,000+	Silver \$3,500+	Bronze \$1,000+
Recognition for sponsorship in Annual Report	●			
Quarterly update of event details	●			
Opportunity to serve on planning committee	●	●		
Naming rights to a dedicated space at event	●	●		
Recognition in all paid/in-kind media (tv, social, print)	●	●	●	
Inclusion of materials (provided by sponsor) at event	●	●	●	●
Recognition on print items	LOGO	LOGO	LOGO	NAME
Recognition on website	●	●	●	●
Recognition in media releases and media alerts	●	●	●	●
Booth on-site at event	●	●	●	●



ANNUAL GOLF OUTING

August 3, 2023 - Hunters Ridge Golf Course
Target Market: Business Professionals
Estimated Attendees: 150

The annual golf outing provides an opportunity to raise funds while raising awareness of our mission, particularly among the business community. The golf outing is formatted as a four-person best shot. The day includes lunch, dinner, awards, gifts, fun course activities and contests.

Sponsor Benefits	Platinum \$10,000+	Gold \$5,000+	Silver \$3,000+	Bronze \$1,500+
Recognition for sponsorship in Annual Report	●			
Quarterly update of event details	●			
Speaking opportunity at event	●	●		
Inclusion of materials at event	●	●	●	
Recognition in all paid/in-kind media (tv, social, print)	●	●	●	
Hole sponsorship, including signage at one hole	●	●	●	●
Verbal recognition at event meal	●	●	●	●
Recognition on print items	●	●	●	●
Recognition on website	●	●	●	●
Recognition in media releases and media alerts	LOGO	LOGO	LOGO	NAME
Four-some team for event	●	●	●	●

Golfers take part in contests throughout the day to support the Tanager mission, including a hole-in-one contest with a \$20,000 prize, raffles, skins game, longest drive, and more!

Diverse Voices



February 2023 featuring S. Kent Butler, Ph.D.
Target Market: Community members

Diverse Voices brings impactful, timely and meaningful speakers into our community to encourage thoughtful conversation around mental health, resiliency skills and community development. These events are provided **free of charge** to all attendees.

Kent Butler, Jr. is a professor of counselor education at the University of Central Florida. He holds a Ph.D. in Educational Psychology, with a concentration in Counseling Psychology He is a Nationally Certified Counselor (NCC) and Nationally Certified School Counselor (NCSC). Dr. Butler presently serves as President of the American Counseling Association.

Sponsor Benefits	Gold \$5,000+	Silver \$3,000+	Bronze \$1,000+
Speaking opportunity at event	●		
Inclusion of materials at event	●	●	
Verbal recognition at event	●	●	●
Recognition on print items at event	LOGO	LOGO	NAME
Recognition on all promotional materials	LOGO	LOGO	NAME
Recognition in media releases and media alerts	●	●	●



IN-KIND DONATIONS

Many children arrive on our campus with few possessions. Help our kids be successful by donating necessities such as new or gently-used clothing, undergarments, hats and mittens, toiletries, toys, games, recreational items, blankets, Mp3 players or art supplies.

HOLIDAY PROGRAM

Many of our families do not have the means of celebrating during the holiday season. With support from the community, Tanager provides gifts to children at Tanager and local families in need through our Holiday Program. We offer a variety of ways to get involved including:

Adopt a Cottage: Purchase holiday gifts for the children in our Inpatient Program to be opened on Christmas morning. We have 4 cottages, which house 10-18 children. This is a special program for our kids and an opportunity to directly impact children.

Angel Tags: Each tag holds a holiday gift wish of a person served by Tanager. Community members select a tag and purchase the gift, making the wish come true. We collect the gifts and distribute them to our community-based, clinic and inpatient families.

Gift Cards: Each year, we collect gift cards to disperse to the families in our holiday program. Help provide gift cards to area grocery stores, restaurants, entertainment venues, and stores.

SCHOOL SUPPLY DRIVE

Each school year, Tanager and our YouthPort partners, Boys & Girls Clubs of the Corridor and YPN, collect school supplies for students in need. Make an impact by hosting a drive at your organization or making a monetary donation. Supplies are divided between the three organizations and also support local families in need.



VOLUNTEER

Volunteers are vital members of the Tanager family. We believe volunteers bring optimism and enthusiasm, create positive energy, and share diverse perspectives that lead to enhanced outcomes. Opportunities range from short-term projects to long-term opportunities for individuals and groups.

Short term opportunities:

- **Done-in-a-day projects:** Get your team together and spend the day together completing a project to benefit the children at Tanager. Projects can include organizing, cleaning, planting trees, weeding, painting, gardening, and many other projects.
- **Special events:** Volunteer at one of our annual events like Imagination! Square, Gala or Golf Outing.
- **Group activities:** Organize engaging activities and teach youth at Tanager a special skill, such as yoga, arts and crafts, music, woodworking, scrapbooking or photography.
- **Camp volunteer:** Join us for one of our many year-round camp opportunities.

Long-term opportunities:

- **Adopt-a-cottage:** Facilitate holiday parties, game nights, baking lessons, craft time, or other fun activities with children in an assigned inpatient cottage throughout the year to support mental wellbeing during treatment.
- **Mentor:** Support and guide youth at the LGBTQ+ Youth Center or the inpatient program with re-occurring one-on-one companionship and facilitated group activities.
- **Study Buddy:** Commit to help our inpatient youth with school work and study skills. Meet on an on-going basis to help them succeed throughout the school year.
- **Clerical/Receptionist:** Assist in data entry, filing, and other office work across our campuses.

Cards with
a Cause 

Share goodwill and help a child in need by purchasing our “Cards with a Cause,” designed using elements of artwork created by children at Tanager. We offer holiday and general designs you can share with your team or clients. Your purchase supports our Expressive Arts Program, a vital part of treatment. Cards can be ordered on our website at tanagerplace.org.



LEARNING OPPORTUNITIES

The Meraki Institute of Learning at Tanager provides expertise in mental wellbeing, resilience, culture development, and authentic, mission driven leadership. For organizational systems or leaders seeking to enhance mental wellbeing and cultivate resilience for their teams & environments we will be your guiding partner.

SYSTEM & LEADERSHIP CONSULTATION

Are you seeking to grow awareness of mental wellbeing, implement new programs or initiatives, or enhance your current efforts? With Meraki Institute of Learning you will receive:

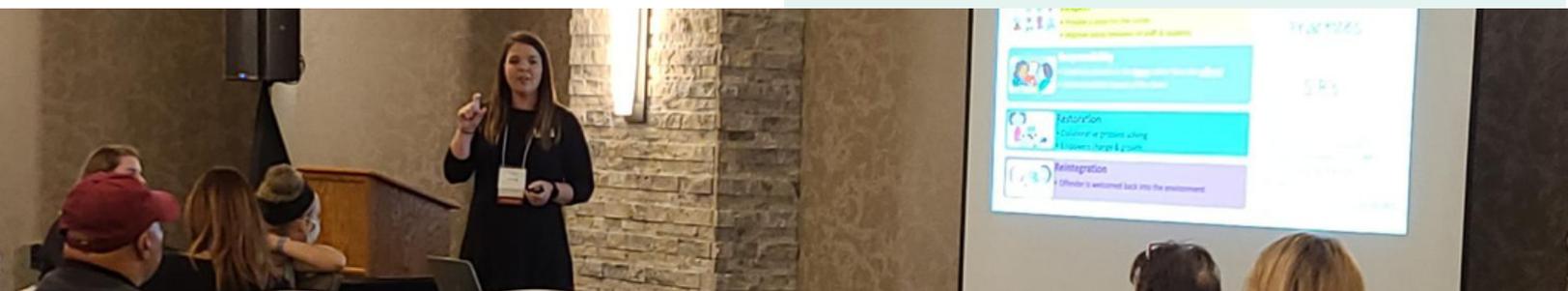
- Development & implementation of mental wellbeing & resilience enhancement programs using proactive & preventative approaches
- Thorough assessment & evaluation of current wellbeing initiatives
- Support & guidance to create a system that supports mental wellbeing & cultivates resilience
- Professional training & support services to meet your specific goals.
- Clinical services for members in need

PROFESSIONAL DEVELOPMENT & TRAINING

Our courses are experiential, engaging, reflective, and will challenge any group to grow! We have an extensive course catalog and create custom courses for your specific goals. We offer trainings on-site, in-person and virtually.

- Extensive topics
 - Mental Wellbeing
 - Workplace Wellbeing
 - Workplace culture
 - Leadership Development
 - Emotional Intelligence
 - Team Building Retreats
 - Personal Development

Visit our website for a full list of course offerings.





OUR MISSION IS SIMPLE:
to provide services to children and families that
inspire, empower and heal.

Jenn Draper

Advancement Director
jdraper@tanagerplace.org
319-365-9165 ext. 309

Melissa Walker

Philanthropy Director
mwalker@tanagerplace.org
319-365-9165 ext. 310

Alex Fernandez

Engagement Coordinator
afernandez@tanagerplace.org
319-365-9165 ext. 346

Connect with us @tanagerplace



2309 C Street SW
Cedar Rapids, IA 52404
tanagerplace.org