



# PEAK Grantmaking is celebrating 25 years!

2021 Sponsor Guide





**Dear friends, colleagues, and partners,**

On behalf of PEAK Grantmaking, I'd like to express our deepest gratitude for your continued support and commitment to transforming grantmaking practices. These have been challenging times for all of us, but it has been encouraging to see our community respond to urgent and growing needs.

In 2021, PEAK Grantmaking will be commemorating our 25<sup>th</sup> anniversary. I am so excited to be leading PEAK as we celebrate this milestone and lay the groundwork for what's next for PEAK, our community, and philanthropy in collaboration with our innovative and dedicated grantmaking organization members and vendor partners who support our vision for the future.

**Today, we invite you to demonstrate your commitment to equitable and effective grantmaking by supporting our collective efforts during PEAK's silver anniversary year.**

We will be creatively connecting in virtual spaces to keep staff, our community, and partners safe, yet highly engaged; and continue to build on our momentum to realize much-needed change in philanthropy.

I hope you take pride in the work of our organization, the grants management staff who power our work, and the growing community of philanthropy professionals in many roles who are looking to PEAK to help operationalize principled and effective practices as we help write philanthropy's next chapter.

We look forward to celebrating this milestone with you.

With gratitude,

Satonya Fair, JD  
President and CEO



# Connect with the PEAK Grantmaking Community in 2021

## By the Numbers:

**500+**

contributing  
Organization Members

**2,000+**

organizations in our  
network

**6,000+**

people in our  
network

## Snapshot of contributing Organization Members:

**60%**

Private/Independent  
Foundation

**16%**

Public Charity/  
Other Non-Profit  
Grantmaker

**9%**

9% Corporate  
Giving Programs/  
Foundation

**6%**

Community  
Foundation

**5%**

Consultant/  
Philanthropic Advisor

**1%**

PSO/Funder  
Network

**1%**

Government/Public  
Entity

**1%**

Operating  
Foundation

**<1%**

LLC

## In 2020, our community jumped at the chance to meet virtually:

**7,000+**

total participants

**~5,000**

unique participants

**80**

Attended over 80  
virtual Community  
Conversations, chapter  
meetings, and webinars

## Job bands in our network:

**56%**

in professional  
positions

**16%**

in supervisory/  
management positions

**14%**

in business support  
positions

**11%**

in executive  
positions

## PEAK2020 Online participation:

**1,132**

attendees

**234**

average keynote  
attendance

**71**

average session  
attendance

**31**

average chapter  
meeting attendance

**3.4**

average number of  
sessions attended

## How to Secure Your Sponsorship Support

We continue to offer available sponsorship opportunities until secured by a partner. We ask that you please commit to sponsorship options for Fall 2021 by **July 31, 2021**, if possible, to ensure enough time for exposure. We hope to hear from you soon.

For questions or to secure your sponsorship, please contact Clare Larson at [clare@peakgrantmaking.org](mailto:clare@peakgrantmaking.org).

### Customize an option

We know that investment partnerships can take many forms. If you'd like to discuss an option you don't see on this list, please contact Sara Sanders at [sara@peakgrantmaking.org](mailto:sara@peakgrantmaking.org).



# 25th Anniversary Sponsorship Opportunities



**We have BIG plans for our silver anniversary year,** featuring a slate of special events that bring our community together for learning and celebration and a focus on highlighting our community, showcasing our members' career development, and reflecting on the evolution of the grants management profession to change philanthropy for the future.

Sponsor packages provide your organization with the opportunity to be recognized as a supporter of the PEAK community as we come together to mark 25 years of progress and growth and align around a vision for the future.

**PEAK's 25<sup>th</sup> anniversary celebration** kicks off at our virtual 90-minute Annual Meeting on April 27, 2021; followed by PEAK2021 Online in May. We'll then host a special community learning event on September 14, 2021 and culminate with a celebration event on December 2, 2021.

***"PEAK Grantmaking plays such a vital role in the philanthropic sector by providing the resources and expertise foundations need to implement equitable and effective grantmaking practices. We are proud to support the PEAK community, as it has been convening and engaging stakeholders in thoughtful discussions that lead to actionable change within organizations for the past 25 years."***

**– Allison Gister**

*Director, Grants & Knowledge Management, Conrad N. Hilton Foundation*

# 25th Anniversary Sponsorship Levels

## PRINCIPLES SPONSOR – \$50,000

2 opportunities

Created by and for our members, the **Principles for Peak Grantmaking** are our call to action to transform the practice of philanthropy into the practice of principled grantmaking. Partner with us to move from conversation to action and help lead the way with this values-driven, equity-centered, practice-based roadmap for change.

**Each Principles Sponsor supports one of the following:**

- **Steward Responsively**
- **Learn, Share, Evolve**

### Benefits:

- Each sponsor will have the opportunity to address attendees in 5-minute remarks at the selected Principle launch webinar. Remarks may be recorded in advance.
- Recognition in printed Principles materials
- Recognition at all events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report
- Recognition in *PEAK Grantmaking Journal*

*"I see PEAK, among the major philanthropic affinity groups, as the primary driver of values-based grantmaking, particularly with the five Principles for Peak Grantmaking. Let's be honest: grants management professionals are among the best-positioned people in grantmaking organizations to affect the kind of real, practical changes that stem from the goal of tying practices and policies to values."*

– **Dan Gaff**

*Director of Grants Management, May & Stanley Smith Charitable Trust*

## 25<sup>th</sup> ANNIVERSARY PRESENTING SPONSOR – \$25,000

2 opportunities

PEAK's milestone year will be a celebration of our community, our members and their individual professional journeys, the broader evolution of the grants management profession, and of the future of PEAK Grantmaking and philanthropy. 25<sup>th</sup> Anniversary Presenting Sponsors will support our keystone events.

**Each Presenting Sponsor supports one of the following:**

- **25<sup>th</sup> Kick-Off Event & PEAK Annual Membership Meeting** (April 2021)
- **SOLD! 25<sup>th</sup> Evolution of Grants Management Event** (September 2021)
- **25<sup>th</sup> Year-End Celebration** (November 2021)

### Benefits:

- Each sponsor will have the opportunity to address attendees in remarks of 5 minutes at selected event. Remarks may be recorded in advance.
- Recognition in promotional materials for 25<sup>th</sup> anniversary events
- Recognition at all 25<sup>th</sup> anniversary events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report
- Recognition in *PEAK Grantmaking Journal*

### Additional vendor benefits:

- Sponsored webinar
- Sponsored insight article on website
- Invitations to member-exclusive Community Conversations and events throughout the year



# 25th Anniversary Sponsorship Levels

## COMMUNITY SPONSOR – \$15,000

15+ opportunities

During our 25<sup>th</sup> anniversary year, PEAK Grantmaking will focus on building our community of grants and operations professionals by offering opportunities for members to connect with each other around identities and practices. Community Sponsors support the activities of one of our communities.

### Each Community Sponsor supports one of the following:

- **A Selected Chapter** (PEAK has 14 chapters, based on geographic location within the United States and led by volunteers from the sector. PEAK Chapters host at least one educational event and one networking event each year.)
- **Affinity Group** (PEAK is developing affinity groups for Small Foundations, Corporate Grantmakers, and groups based around race; each led by volunteers from the sector and hosting at least two networking events per year.)

- **Community of Practice** (PEAK is developing Communities of Practices to support peer-to-peer learning and connections for the advocates and change agents that will transform philanthropy.)

### Benefits:

- Recognition in promotional materials for selected community
- Recognition at all events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

## CAPACITY SPONSOR – \$10,000

2 opportunities left

PEAK Grantmaking is dedicated to developing the skills, knowledge, and expertise of grants management professionals at all levels of their careers. Capacity Sponsors champion the professional development of philanthropy's change-makers.

### Each Sustaining Sponsor supports one of the following:

- **Leadership Summit** for PEAK volunteers (October 2021)
- **SOLD! Mentoring Pilot Program**, in partnership with PEAK Northeast (May 2021 - May 2022)
- **Grants Management 101 Cohort 2 – Class of 2021** (June - December 2021)
- **SOLD! Equitable Evaluation Initiative: Making the Case Collaboratory** (February - June 2021), co-hosted with GEO, Southern California Grantmakers, and Funders Together to End Homelessness

### Benefits:

- Each sponsor will have the opportunity to address attendees in remarks of 5 minutes at selected event. Remarks may be recorded in advance.
- Recognition in promotional materials for your selection
- Recognition at all 25<sup>th</sup> anniversary events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

### Additional vendor benefits:

- Sponsored webinar
- Sponsored insight article on website
- Invitations to member-exclusive Community Conversations and events throughout the year

# 25th Anniversary Sponsorship Levels

## MEMBER SPONSOR – \$5,000

9 opportunities left

Each Member Sponsor provides a one-year scholarship for the cost of Organization Membership dues for an organization, which is committed to the Principles for Peak Grantmaking but does not have the budget to pay for dues.

### Benefits:

- Recognition in promotional materials
- Recognition at all 25<sup>th</sup> anniversary events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

***"The ability to connect with other grants managers has been so important to me. My membership with PEAK Grantmaking has given me the ideal platform for finding others whom I can learn from and with."***

**– Nicole Larsen**

*Director, Grants Administration, The Ralph M. Parsons Foundation*

## SUPPORTING SPONSOR \$1,000+

We gratefully accept support for our 25<sup>th</sup> anniversary year, with acknowledgement on our website, and in our 2021 Annual Report.

***"Through PEAK, I've found new friends and kindred spirits who are wrestling with (and problem solving) the same issues I am. Together, I truly believe we have the know-how, tenacity, and vision to advance the 'how' of grantmaking."***

**– Jenny Morgan**

*Grants Officer, Robert W. Woodruff Foundation*





# Organization Support Sponsorship Opportunities



Organization Support Sponsors invest in PEAK Grantmaking's programming to highlight diverse voices from the grants management community, support the professional development of those who operationalize the big dreams of philanthropy, and continue to push philanthropy to implement equitable grantmaking practices.

## JOURNAL SPONSOR – \$20,000

1 opportunity left

Our flagship publication, the *PEAK Grantmaking Journal*, is published twice each year on a topic of interest and importance for our membership, our community, and philanthropy.

**Each *Journal* Sponsor supports one of our 2021 flagship publications:**

- ***PEAK Grantmaking Journal*, Spring Edition**
- ***PEAK Grantmaking Journal*, Fall Edition on the evolution of grants management**

**Benefits:**

- Recognition in promotional materials for the *Journal*

- Logo recognition on website throughout 2021
- Full page ad in *PEAK Grantmaking Journal*
- Recognition in our 2021 Annual Report

**Additional vendor benefits:**

- Sponsored webinar
- Sponsored insight article on our website
- Invitations to member-exclusive Community Conversations and events throughout the year





A photograph of three women in a professional setting, possibly a meeting or workshop. One woman in the center is smiling and looking towards the right. Two other women are partially visible, one on the left and one on the right, both looking towards the center woman. The background is slightly blurred, showing what appears to be a modern office or conference room with large windows.

# Organization Support Sponsorship Opportunities

## ADVOCATE SPONSOR – \$7,500

SOLD OUT

**Each Advocate Sponsor supports one of the following virtual workshop opportunities.** Each workshop series will consist of four 2-hour sessions and will focus on building leadership skills to advocate for more equitable grantmaking practices:

- **SOLD! PEAK Spring Workshop Series: Implementing Flexible Grantmaking** (March - April 2021)
- **SOLD! PEAK Fall Workshop Series: Operationalizing Equity** (September - October 2021)

### Benefits:

- Recognition in promotional materials for your selection
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

### Additional vendor benefits:

- Sponsored webinar
- Invitations to member-exclusive Community Conversations and events throughout the year

## CONTRIBUTING SPONSOR – \$5,000

SOLD OUT

Contributing Sponsors partner with PEAK Grantmaking to promote inclusivity at our events, workshops, and cohorts by offering scholarships to folks in the sector who may otherwise be unable to attend. Scholarships cover the entire cost of registration fees for multiple participants.

**Each Contributing Sponsor supports:**

- **SOLD! PEAK Workshop Scholarships**, *providing 10 scholarships*

### Benefits:

- Recognition in promotional materials for your selection
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

### Additional vendor benefits:

- Invitations to member-exclusive Community Conversations and events throughout the year