



**NETWORKPENINSULA**

Because strong nonprofits  
are key to thriving communities

*Join our NETWORKED COMMUNITY and help us help the nonprofits that matter most to you!*

**Belief - NetworkPeninsula** believes strong nonprofits are key to vibrant, connected, and healthier communities.

**Purpose - NetworkPeninsula** builds stronger communities by empowering the nonprofits within them to be successful, and by connecting citizens and businesses to the nonprofits serving their community. We are a trusted leader providing education, advocacy and authentic collaboration opportunities to the nonprofit members we serve.

**Our Mission & Vision – NetworkPeninsula’ mission** is to raise awareness of the needs on the Peninsula, encourage involvement from community-at-large & strengthen the nonprofits working to meet these needs. Our **vision** is a strong nonprofit sector supported by an engaged public who recognize the value of nonprofits and the positive impact they make on the continued health and wellbeing of our communities.

**Supporting the Local Nonprofit Sector Since 2007** – Founded as NetworkWilliamsburg in 2007, the organization changed its name in 2014 to reflect its growth. Today, **NetworkPeninsula** serves the nonprofit sector on the Virginia Peninsula, including Williamsburg, James City County, York County, Newport News, Hampton, Gloucester, Mathews, and Poquoson. **NetworkPeninsula** is a 501c3 organization.

**Website** – [networkpeninsula.org](http://networkpeninsula.org)

**Executive Director** – Cynthia Callaway, 757-791-3008, [ccallaway@networkpeninsula.org](mailto:ccallaway@networkpeninsula.org)

“Communities only thrive when people with a heart for service get involved. But, much like caregivers, we often neglect to serve those in service. The power of **NetworkPeninsula** is that they support, grow, train, mentor and help the very nonprofits we rely on to keep our community healthy. Without them, who knows where we’d be.”

*Stephanie Heinatz, Consociate Media*



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## Business Partnership Opportunities

*When you join us as a Partner, our Reach is **Your Reach** because our programs, and your visibility as our Partner, reach across the Peninsula!*

- **1,500+ nonprofit, business and community leaders** access our *Weekly E-Newsletters*.
- Our average open rate (**33%**) and click-through rate (**16%**) are both well above industry average.
- **13,881 NEW visitors** to our website in 2022, with an average of **735 active users** each month.
- **350+** nonprofits are served by our Programs.

“We have seen firsthand the value of the work **NetworkPeninsula** provides not only to its nonprofits but also to local businesses in helping to connect us to nonprofits in need of products and services.”

*Florence Santoro, ABS Accounting & Bookkeeping Solutions*

Partner Opportunities & Benefits	Network Partner \$600/yr or \$50/mo	Featured Partner \$1,200/yr or \$100/mo	Executive Partner \$2,400/yr or \$200/mo
Company listing & website link on <i>Partner page</i> .	♦		
Company listing & website link in <i>Partner Directory</i> , by service category.	♦	♦	♦
Welcome in Weekly E-Newsletters.	♦	♦	♦
Spotlight in Weekly E-Newsletters upon renewal	♦	♦	♦
Spotlight on our social media platforms .	1x	2x	4x
Company LOGO & website link in <u>every edition</u> of <i>e-newsletters</i> .	♦	♦	♦
Display company’s promotional materials at our HUB – a shared office space and training/conference room for nonprofits	♦	♦	♦
Signage at the NetworkPeninsula Hub		♦	♦
Company LOGO & website link on <i>Partner page</i> .		♦	♦
Permanent box featured in Weekly E-Newsletters.			♦

**WIN-WIN! AMPLIFY YOUR PARTNERSHIP AS A PREFERRED PROVIDER**

*Support our nonprofits with discounts\* to help their bottom line, and receive added visibility!*