



## Parenting on the Go Bags Sponsorship Information

The Celebrate Children Foundation, established in 1999 as a non-profit 501(c)3 organization, advances the strategic direction of the Wisconsin Child Abuse and Neglect Prevention Board to strengthen families and prevent child abuse and neglect statewide.

In April 2022, the Foundation piloted Parenting on the Go Bags. The idea behind the Parenting on the Go Bags is to supply parents and caregivers with interesting activities that can encourage independent play, promote good behavior in public, and help maintain a positive relationship between parent and child. In the initial year 11 Family Resource Centers distributed 3,500 bags. In 2023, over 4,000 bags were distributed in partnership with 24 Family Resource Centers. We would like to keep growing in 2024.

The bags are distributed in April, Family Strengthening Month, and the Week of the Young Child. The bags are filled with items that help build connections between parent(s) and child(ren) during their everyday activities and errands. Engaging activities are important because children of all ages, from newborns to teenagers, need attention, even if they don't seem to show it. Plus, all children, from small toddlers to teenagers, can benefit from building skills for independent play.

### Game Level - \$2,000

Having age-appropriate stimulating activities can encourage independent play, promote good behavior in public, and help maintain a positive relationship between the parent and child.

- Logo featured on Celebrate Children Foundation's website for 6 months
- Inclusion in the Foundation report
- 3 Celebrate Children Foundation Facebook Strengthening Family month posts featuring your business
- Listing in social media calendar

### **Book Level - \$1,000**

Each bag includes an appropriate book for the child's age and culture. Research shows that when children have books of their own, they encourage children to form regular reading habits and increase their literacy levels.

- Logo featured on Celebrate Children Foundation's website for 3 months
- Inclusion in the Foundation report
- 2 Celebrate Children Foundation Facebook Strengthening Family month posts featuring your business
- Listing in social media calendar

### **Fidget Level - \$500**

Fidget toys can serve as self-soothing tools, allowing children to manage their emotions. Each bag has an age-appropriate fidget item. These items help promote self-regulation and other social and emotional skills.

- Logo featured on Celebrate Children Foundation's website for 1 month
- Inclusion in the Foundation report
- 1 Celebrate Children Foundation Facebook Strengthening Family month posts featuring your business
- Listing in social media calendar

### **Snack Level - \$500**

Growing children become irritable and uncooperative when they are hungry. Each bag has a small food container for healthy snacks.

- Logo featured on Celebrate Children Foundation's website for 1 month
- Inclusion in the Foundation report
- Listing in social media calendar

There are other ways to support the Parenting on the Go campaign. If your business would like to connect, please contact Rebecca Murray, Celebrate Children Foundation Executive Director at [information@celebrate-children.org](mailto:information@celebrate-children.org) or 608-267-3678.

