



**Be seen.**

**Be heard.**

**Be remembered.**

**2022 Sponsorship  
Opportunities**





# Why support a cause?

It's good for business!

Consumer's Perspective:

9 in 10

consumers expect companies to do more than make a profit.

88%

of consumers, especially women and millennials, will be more loyal to a company that supports a cause.

84%

of consumers consider Corporate Social Responsibility (CSR) when deciding where to shop and what to buy.

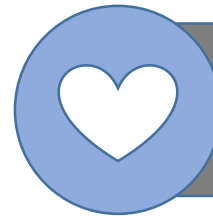
SOURCE: Cone Communications / Ebiquity Global CSR Study (2015)

BCM Chaplain, Allen Mitchell, has served at Children's Hospital for over 20 years.

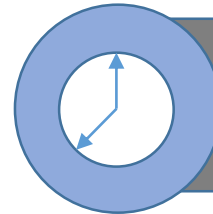
# Why support a cause?

It makes staff happy!

Employee's Perspective:



Employees want to feel proud of the organization for which they work.



Employee job satisfaction increases retention and decreases recruiting costs.



Happy employees are more productive and share their company's great work (word of mouth marketing).







# Why choose BCM?

## Huge Problem, Simple Solution:

Our community struggles with high crime rates, obesity, and illness. To combat these challenges, we provide direct health and wellness services to people in crisis helping them to heal and thrive.

## Mission:

As a faith-driven organization, BCM is committed to improving the physical, mental, and spiritual health of people in our community.

## Community Impact:

We are partnered with 250 local organizations across the 5-parish Greater New Orleans area.

## Tax Benefits:

We are a registered 501(c)(3) non-profit. Your donations are tax deductible to the full extent of the law.

**We serve the Greater New Orleans Area, which includes 5 parishes**

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## More about BCM

### Who we are:

Baptist Community Ministries (BCM) provides dignified, loving, and respectful care to those who are suffering from unexpected health issues, tragedy, and loss.

### What we do:

We are committed to building a healthier community through our two human services programs:

- Congregational Wellness
- Chaplaincy Services

### Our Impact:

Both programs are provided free-of-charge to community members. Our goal is simple: change lives for the better.





Let's Love Our  
Community

# Community Partnerships

- **150** local church partners
- **50,000** congregants participate in our health and wellness programs each year
- **98** grantees received funding this year to provide public safety, health, and educational programming
- **8** NOPD district partners
- **6** hospital and healthcare facility partners
- **23,500** masks distributed across Greater New Orleans throughout COVID-19 in partnership with the City of New Orleans, New Orleans Office of Homeland Security and Emergency Preparedness, and Hanes Apparel
- **26** years of service to the community





# What community health issues does BCM address?

## Lack of access to quality healthcare:

- Louisiana ranks 49<sup>th</sup> in list of healthiest states.
- Louisiana ranks 47<sup>th</sup> in overall mental health care.
- Louisiana ranks 40<sup>th</sup> in health care quality.
- 39% of adults in Louisiana have high blood pressure.
- 36% of adults in Louisiana are overweight.

SOURCES: America's Health Rankings by United Health Foundation (2019), Mental Health America (2015), U.S. News & World Report (2018)



# How does Congregational Wellness help?

- Provides a 10-week weight loss and blood pressure control training program
- Promotes healthy lifestyles by teaching proper nutrition, exercise, and spiritual health care
- Organizes community action efforts to address health concerns
- Trains nurses and lay people to start health and wellness programs at their church
- Registered nurses receive 30 continuing education credits upon program completion
- Churches of all denominations are invited to participate





# How does Chaplaincy Services help?

- Provides on-the-scene spiritual and emotional care to healthcare workers, patients, police officers, victims, and their families
- Respects people of all faiths or non-faith
- Works in all 8 districts of the NOPD and available 24 hours a day, 7 days a week
- All chaplains must:
  - Be board-certified
  - Hold an advanced degree in Ministry or Theology
  - Obtain 2,000 hours of supervised field training
  - Accrue 50 hours of continuing education yearly

**Our 14 board-certified chaplains made over**

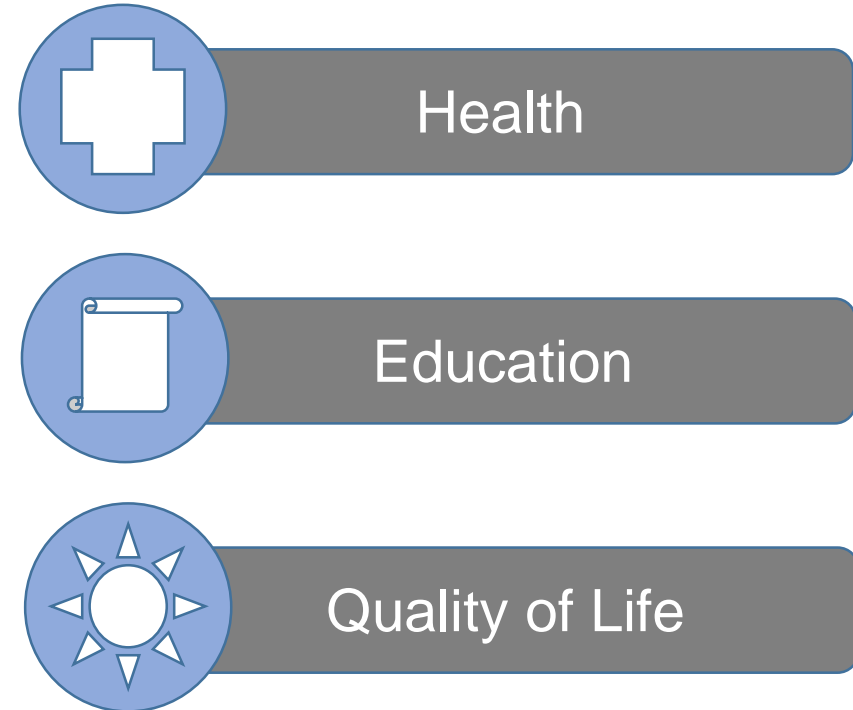
**159,000**

**personal connections with people in crisis this year.**

# What is the impact?

When health and wellness are restored, people can work, perform daily tasks, and provide for themselves, their families, and their communities.

BCM impacts lives by improving:







# Marketing & Outreach: By the Numbers

## Engagement Rates

Platform	Average	Good	BCM
Instagram	1%	3.5%	15%
LinkedIn	0.5%	2%	12.6%
Facebook	0.5%	1%	8.2%
Twitter	0.05%	0.5%	1.2%

### BCM Website

- 1,000 to 4,000 website users per month
- 2 – 3 minute session durations, which is industry average

### E-Newsletter Marketing

- 100,000 local residents emailed twice per year, including a section thanking sponsors
  - 21% open rate (21,000 opens) compared to 15% industry average
  - 2.1% click-through rate (2,100 clicks) compared to 2% industry average



*Sponsor BCM to  
improve lives.  
Give the gift of healing.*



# How can you help?

Sponsorship Opportunities >>	Supporter \$500	Advocate \$1,000	Leader \$2,500	Champion \$5,000	Hero \$10,000+
Press Release Announcing Partnership					★
E-Newsletter: logo featured with click-through to company homepage			★	★★	★★
Annual Report: logo featured on BCM sponsorship page		★	★	★	★
BCM Website: name featured with click-through to company homepage	★	★	★	★	★
Social Media: a featured post on all BCM platforms (Facebook, Instagram, Twitter, LinkedIn)	★	★★	★★★★	★★★★	★★★★★

★ = number of services provided

NOTE: Sponsorship levels are based on annual donation amounts.

# BCM's Sponsors

## Milburn and Nancy Calhoun Foundation



**Moyse Family Foundation**



**BAKER DONELSON**

**Mimi and John Koch**

**LISKOW & LEWIS**

Technology Consulting Group LLC







*Better health,  
better lives.*



Compassion, empathy, and respecting the dignity of every person provides a pathway to a brighter future for us all.

With your help, we can build a healthier community in real and meaningful ways.

Together, we can change lives for the better.

Thank you for your thoughtful consideration in partnering with BCM.