



a little extra love

2024

MEDIA KIT



"Cultivating a sense of community and compassion stands at the heart of 'A Little Extra Love.' Each day, we strive to transform lives through kindness, proving that even the smallest gesture can ignite hope and bring about substantial change. We are not just an organization; we are a movement dedicated to making empathy and support a fundamental part of every community."

~Nika Lawrie, Founder, A Little Extra Love



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ABOUT US



Founded in 2023 by philanthropist Nika Lawrie, A Little Extra Love (ALEL) is not just a non-profit, but a movement born from the belief that love and kindness can unite and uplift people from all walks of life. Our mission is rooted in creating connections and fostering empathy, with initiatives ranging from local grassroots efforts to global outreach to individuals in need.

ALEL's origin traces back to 2020 when Nika began creating holiday gift bags for homeless families and children from her home. This act of compassion sparked a series of projects that grew in scope and impact, culminating in the official launch of ALEL in January 2023.

Today, we stand as a beacon of hope and kindness, committed to inspiring a cultural shift towards more compassionate communities worldwide.

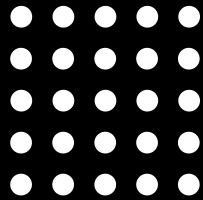
Together, let's continue to spread A Little Extra Love, transforming lives and communities, one act of kindness at a time. 





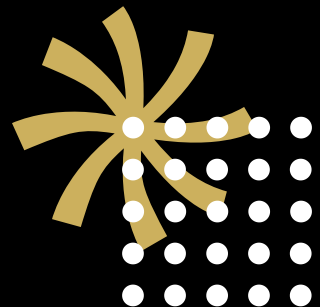
OUR VISION

A world where kindness is the norm, and every individual is empowered to make a positive impact.



OUR MISSION

To ignite a worldwide movement of kindness by inspiring, supporting, and facilitating acts of love and compassion.



FOUNDER'S

LETTER

Dear Friends and Supporters,

Welcome to "A Little Extra Love" (ALEL), a journey that began from a simple yet powerful belief: every act of kindness, no matter how small, has the power to change a life.

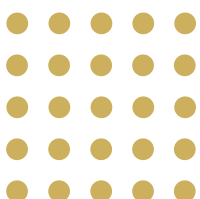
When I founded ALEL, it was with the vision of creating a ripple effect of compassion and support in our communities. What started as a small initiative to bring smiles and support to those who felt unseen and unheard has now grown into a movement that reaches across communities, touching the lives of countless individuals.

We live in a world where the complexities of life can often overshadow the simple joys and human connections that bring us together. At ALEL, we work tirelessly to bring those moments of joy and connection to the forefront. Through our various programs and initiatives, we aim to not only meet immediate needs but to foster a lasting sense of hope and solidarity.

Our commitment goes beyond mere assistance. We believe in empowering individuals, nurturing community bonds, and promoting a culture where caring for one another is not just an occasional gesture but a way of life. Every smile we bring, every life we touch, and every community we uplift stands testament to what we can achieve together.

This media kit is not just a showcase of our work; it's an invitation. An invitation to join us in this beautiful journey of spreading love and kindness. Whether you are a potential sponsor, a volunteer, a community partner, or someone who believes in making a difference, there is a place for you in this story of change. Together, we can continue to spread "A Little Extra Love" in every corner of our communities, one act of kindness at a time.

Thank you for your support, your belief, and your willingness to be a part of this journey.



With gratitude and hope,

Nika Lawrie
Founder, A Little Extra Love



- **2020:** 200 holiday gift bags given to homeless children and their parents.
- **2021:** Approximately 720 pounds of food collected and given out to families in need.
- **2022:** A \$1,550 scholarship was given to Mafum Finian, an orphan from Cameroon, Africa. This paid for a full year at university, books, and other expenses.
- **2022:** \$1,000 donated to Harvest Children's Home, an orphanage in Cameroon, Africa housing 60+ children.
- **2023:** \$500 donated to Harvest Children's Home, an orphanage in Cameroon, Africa housing 60+ children.
- **2023:** \$2,000 given out in random acts of kindness. This includes gift cards, cash, goodies, and more.
- **2024:** We are JUST getting started!



Mafum Finian



Harvest Children's Home



Gift Bags For Days...

OUR IMPACT





UPCOMING INITIATIVES

CLICK THE IMAGES TO LEARN MORE

JOIN THE MOVEMENT

RANDOM ACTS OF KINDNESS WEEK (FEB. 14-17)

DONATE TODAY AND JOIN OUR COMMUNITY OF CHANGE-MAKERS.



a little extra love

International Women's Day
(MARCH 8TH)

Donate today to support acts of kindness for women making a difference.



WORLD **Health** DAY
7 APRIL

Donate today to support our free health and wellness workshops.



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✦ National ✦
Hunger Awareness Day




UPCOMING INITIATIVES

OCTOBER 10TH

HELP US HELP THEM

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Make a contribution to the kindness for the homeless project for people experiencing homelessness.

World Kindness Day

(NOV. 13)



Donate today and join our community of change-makers.

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HOLIDAY TOY DRIVE

BRING A TOY AND GIVE JOY!



Month of December

Let's celebrate the spirit of giving and ensure every child has a reason to smile this holiday season.

THE SPIRIT OF GIVING



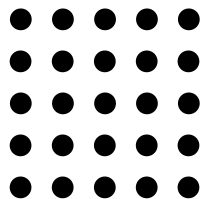
SENIOR CITIZEN'S

Holiday Gift Drive

MONTH OF DECEMBER

CLICK THE IMAGES TO LEARN MORE





ABOUT

THE PROJECTS

**Feb.
14-17**

RANDOM ACTS OF KINDNESS WEEK

Our primary goal for the week is to collect donations (ahead of time) that will be transformed into thoughtful gifts for random individuals. Our ambitious goal is to reach and surpass 500 acts of kindness within just one week!

**March
8**

INTERNATIONAL WOMEN'S DAY CELEBRATION

In the spirit of this day, our goal is to complete 250 acts of kindness specifically targeted toward women who are changemakers, leaders, caregivers, and inspirations in their fields and communities.

**April
7**

CELEBRATING WORLD HEALTH DAY

In recognition of our healthcare heroes' exceptional dedication, we're assembling 250 care packages as a token of thanks and launching a free online health class for 250 participants, promoting wellness and health awareness in our community.

**June
6**

NATIONAL HUNGER AWARENESS DAY

On National Hunger Awareness Day, we're launching an initiative to distribute 250 "kindness kits" filled with nutritious food and messages of hope, nourishing both the body and soul of families in need.

**Oct.
10**

WORLD HOMELESS DAY

We are committed to performing 250 acts of kindness, gathering donations to provide comforting gifts to homeless individuals, and reinforcing our belief that everyone deserves dignity, safety, and a sense of home.

**Nov.
13**

WORLD KINDNESS DAY

For World Kindness Day, we're setting an ambitious but achievable goal: to complete 250 acts of kindness in just one day.

**All
Dec.**

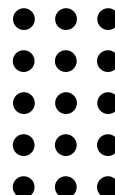
HOLIDAY GIFT DRIVE: BRINGING JOY TO CHILDREN

Our goal is ambitious but heartfelt - we aim to collect 250 gifts, ensuring every child experiences the joy and wonder of the holiday season.

**All
Dec.**

SPREADING HOLIDAY CHEER: GIFT DRIVE FOR SENIOR CITIZENS

Throughout the entire month of December, we are setting a goal to collect and distribute 250 thoughtful gifts to our elder community members, ensuring they feel the love and cheer of the holiday season.



SPONSOR PACKAGES

\$250

Bronze Sponsor

- Name recognition on our website as a Bronze Sponsor.
- Mention in our monthly newsletter.
- Thank you video post on our social media platforms.
 - Instagram, TikTok, and Youtube

\$500

Silver Sponsor

- All the benefits of Bronze Sponsorship.
- Logo recognition on our website as a Silver Sponsor.
- Featured in one uniquely dedicated social media post.
 - Thank you post from Bronze and a unique post.

\$1,000

Gold Sponsor

- All the benefits of Silver Sponsorship.
- Logo recognition with a hyperlink on our website as a Gold Sponsor.
- Digital and framed certificate of appreciation for your office and company's website.

\$2,500

Platinum Sponsor

- All the benefits of Gold Sponsorship.
- Logo recognition with a hyperlink and brief description on our website.
- A featured article about the partnership in our newsletter.

\$5,000

Diamond Sponsor

- All the benefits of Platinum Sponsorship.
- Featured sponsor on an 'Inspired with Nika Lawrie' Podcast episode.
- Logo on either bag, tissue paper, or encouragement card in 2 projects of kindness.
 - Varies by project/package

\$10,000

Presenting Sponsor

- All the benefits of Diamond Sponsorship.
- Custom content that highlights the partnership and its impact.
- Logo on step and repeat used in the background of many videos and photos during project(s) promotion for 3 projects of kindness.
 - Approx. 6 months



SPONSORSHIP

COMMITMENT FORM

Business Name

Your Name Title

Address

Email Phone

Website Social Handles

SPONSORSHIP LEVEL:

1. **Bronze Sponsor:** Ideal for small businesses looking to make a difference.
2. **Silver Sponsor:** Expand your impact and visibility.
3. **Gold Sponsor:** Premium branding opportunities and engagement.
4. **Platinum Sponsor:** Lead the way in corporate kindness.
5. **Diamond Sponsor:** Maximum visibility and impact.
6. **Presenting Sponsor:** Exclusive top-level partnership.

LET'S DO THIS!

- \$250.00
- \$500.00
- \$1,000.00
- \$2,500.00
- \$5,000.00
- \$10,000.00

PAYMENT INFORMATION: [\(CLICK HERE TO PAY ONLINE\)](#)

Name On Card

Card Number

CVV Expiration Date

By signing below, I hereby commit to the agreed sponsorship payment as outlined in this agreement, affirming my support for A Little Extra Love and its impactful mission.

Date Signature

- Pay By Check:** Please note that if you choose to provide your generous sponsorship via check, it should be made payable to A Little Extra Love and sent to P.O. Box 21834, Albuquerque, NM 87154 along with this signed commitment form.

THANK
YOU!



LET'S

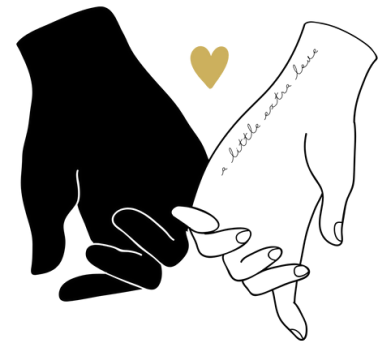
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- **FACEBOOK:** [@ALITTLEEXTRALOVEORG](https://www.facebook.com/alittleextraloveorg)
- **YOUTUBE:** [@ALITTLEEXTRALOVEORG](https://www.youtube.com/@alittleextraloveorg)

CONNECT

Find our [2024 Launch and Upcoming Initiatives Press Release Here](#). For project-specific press releases please email us. Thank you!



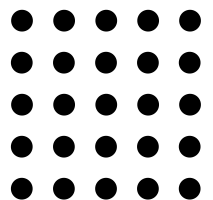
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(CLICK THE LOGO TO DOWNLOAD)

Contact

Phone +1 (505) 933-9391
Website www.alittleextralove.org
Email info@alittleextralove.org
Adress P.O. Box 21834,
Albuquerque, NM 87154





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THANK

YOU! 

