



*a little extra love*

**2024**

# **KINDNESS**

***CAMPAIGN***



**"The true measure of a company's worth is not just in its balance sheet, but in its contribution to a better world."**



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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.

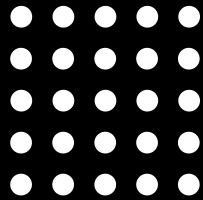
Together, let's continue to spread A Little Extra Love, transforming lives and communities, one act of kindness at a time. 





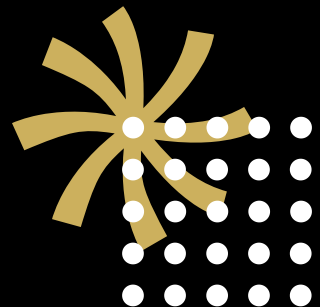
# OUR VISION

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 Prospective Sponsor,

I am thrilled to introduce you to A Little Extra Love (ALEL) and our mission to spread kindness. Since our inception in January of 2023, we have witnessed firsthand how small acts of kindness can create significant, positive ripples throughout communities.

Your sponsorship will not only support our ongoing projects but also align your brand with values of compassion and community engagement. In today's world, corporate philanthropy is a powerful tool, enhancing brand reputation and fostering a deeper connection with your audience.

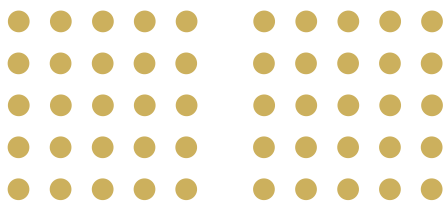
I invite you to join us on this journey of kindness. Together, we can make a difference in countless lives and build a legacy of positivity and hope.

Thank you for considering this opportunity to partner with us.

Warm regards,



Nika Lawrie  
Founder, A Little Extra Love



At A Little Extra Love, we believe in the power of kindness to transform communities and foster a spirit of shared humanity. Every day, through our initiatives, we witness how small acts of kindness can make a big difference. Now, you can be a part of this transformative journey.



### Why Partner with Us?

## Empower Kindness

### Impact Lives

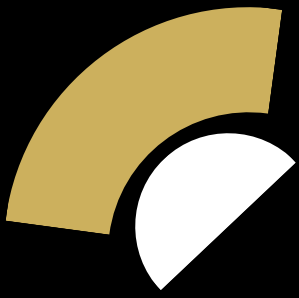
As a corporate sponsor, your organization will not only be supporting a noble cause but also enhancing your brand's visibility and reputation. Partnering with us offers you the opportunity to:

- **Showcase Your Corporate Social Responsibility:** Align your brand with a mission that speaks to compassion, community service, and positive social impact.
- **Enhance Brand Visibility:** Gain exposure to diverse demographics through our projects, digital platforms, and marketing materials.
- **Engage Your Team:** Offer your employees the opportunity to participate in meaningful community service activities, fostering team building and corporate pride.
- **Connect with the Community:** Be recognized as a key supporter of initiatives that directly benefit the community.

# WHY

# SPONSOR?





# OUR PROJECTS

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*



DONATION



# OUR PROJECTS

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

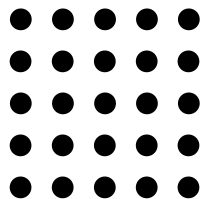
MONTH OF DECEMBER



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.**

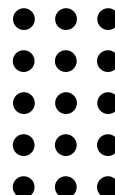
## **HOLIDAY GIFT DRIVE: BRINGING JOY TO CHILDREN**

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.
- Certificate of appreciation for your office and website.
- Additional shoutout In our newsletter.

**\$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:

- Bronze Sponsor:** Ideal for small businesses looking to make a difference.
- Silver Sponsor:** Expand your impact and visibility.
- Gold Sponsor:** Premium branding opportunities and engagement.
- Platinum Sponsor:** Lead the way in corporate kindness.
- Diamond Sponsor:** Maximum visibility and impact.
- 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!



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# THANK

# YOU!



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## Contact

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**EMPOWER CHANGE, ENHANCE YOUR BRAND: SPONSOR A CAUSE THAT MATTERS!**