



**CODE FOR GOOD**  
WEST MICHIGAN

### OUR MISSION

Our mission is to support our non-profit partners to expand their outreach, activate their communities and empower their members. We're able to do that work through the support of our generous Sponsors.

### OUR VISION

Empowering community through technology and design.

With innovation and purpose, we partner with non-profit leaders to think bigger and strategize smarter — and transform dreams into reality.

Want to push boundaries and give back?  
Sounds like we're a great match.

# 2023

[codeforgoodwm.org](http://codeforgoodwm.org)



# '23

# Sponsorship Information





In our continuous pursuit of fostering a more inclusive and equitable West Michigan, we are seeking financial support of \$15,000 for our upcoming initiatives. Your sponsorship will play a pivotal role in enabling us to advance our mission and bring meaningful projects to life.

**\$15,000**  
OUR GOAL



# The Direct Impact of Your Donation:

## Multiple Events

Weekend for Good is more than a weekend event; it's a convergence of minds, talents, and more! Become a sponsor to support innovation and collaboration, covering event expenses like venue, logistics,

## Community Empowerment

Support Code for Good West Michigan to empower local nonprofits with technology. Your contribution provides tools for amplifying voices and extending reach through training and resources.

## Inclusivity & Equity

Our core value is technology's accessibility for all. Sponsorship helps bridge the digital divide, creating inclusive solutions for underserved communities in West Michigan.

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## Intro

**Code for Good West Michigan** is an organization dedicated to helping non-profits expand their outreach capacity, activate their communities, and empower their members to forge their image of a better tomorrow.



We help communities rise through the help of development and programming services offered by the best tech professionals the West Michigan community has to offer—**all at little to no cost to our volunteers or non-profits.** Our primary event is Weekend for Good in November, and we are involved in projects all year long!

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We exist to empower and amplify the voices of organizations who are directly improving the lives of others in our diverse, local community.

tap collective power

1

Uniting professionals to build their practice, expand their network, and increase visibility via real-world projects.

2

Renovating old systems requires a unique blend of design thinking, sustainable frameworks, and creative tools that helps advance local non-profits' missions.

3

Merging the magic of custom software, close collaboration, and amplifying inspirational storytelling for the agents of change in our community.

4

On the front lines with innovation and purpose, we partner with fearless non-profit leaders to think bigger and strategize smarter—transforming dreams into reality.

5

We curate intentional teams of eager volunteers from our local collective of tech experts. Together, we're proud to power initiatives that create a more inclusive and equitable West Michigan.

## 16 Years of Success

**Founded in 2007, Code for Good West Michigan has helped 120+ local non-profits benefit from nearly \$4,000,000 in donated time from local professionals. We know the impact local efforts can have on a community, and are proud to give back all we can.**

## What We Do

Code for Good West Michigan aims to assist non-profits in achieving their goals through technology. From web design and development, to database design and marketing strategy, we do it all at little to no cost to our volunteers or non-profits. We host events all year - from our flagship event, Weekend for Good, to day-long workshops, professional development days and networking events.



### Local Solutions for Real-World Problems

While providing objectivity and pinpointing new or unforeseen technical issues, our tech volunteer experts help the non-profits capitalize on opportunities to grow their organization and boost efficiency.



### Collaborative Consulting & Amplifying Voices

Using the expertise of our Team Leads, Project Managers and Owners, we'll leverage the experience and previous success with companies like our non-profits.



### Access to Relevant & Custom Tech Solutions

Many underfunded organizations lack equitable access to technical professionals who are well-versed in the latest technologies for their software and system architecture needs—that's where Code for Good comes in.



### Trusted Reputation with Local Non-Profits

For more than a decade hosting Weekend for Good, we have taken pride in the collaboration and solutions created for our non-profit partners.

## 2022 into 2023 Review

### Ensuring our Donations are Tax-Deductible

We're proud to be a registered 501(c)(3) nonprofit organization, which means your donations are not just contributions, but also opportunities to make a difference while enjoying tax deductions.

### 9 Nonprofits Transformed

Our community of digital activists actively drives impactful change for nonprofits. In 2022, we catalyzed change for 9 nonprofits through cutting-edge digital solutions, enhancing their effectiveness and streamlining operations.

### Uniting Community Leaders as Valuable Contributors

We hosted a Community Engagement Event aimed at understanding the local tech landscape. At this gathering, community leaders joined us to discuss their primary challenges and possible solutions regarding adopting and making the most of technology in their industries.

### Give "Glow Ups" to Cultural and Educational Programs

Our dedicated volunteers have sparked digital transformations for nonprofits. We've opened up new marketing avenues, provided branding refreshes, and set up efficient automated donor tracking systems.

Locally funded and staffed for 15+ years.

## What to Expect in 2023

We meet non-profits where they are, partnering to achieve impactful outcomes. The years 2021 and 2022 brought increased requests due to evolving local and global circumstances. In response, we expanded offerings, aiming to assist numerous organizations and engage the local tech community. Your sponsorship is crucial for ongoing support of our community non-profits.

**We can stretch a dollar a loooooong way.**

### 1 Weekend for Good

More than an event; a convergence of minds, skills, and aspirations. Your sponsorship ensures it's a launchpad for innovative ideas, covering expenses like venue, logistics, and materials.

### 2 Diversity at Work

Diverse teams build robust, inclusive products with better user experiences. Explore with panelists in "Building Better Solutions Through Diversity."

### 3 Support Code for Good West Michigan

Empower local nonprofits with technology. Your contribution provides tools, training, and solutions for deeper community connections.

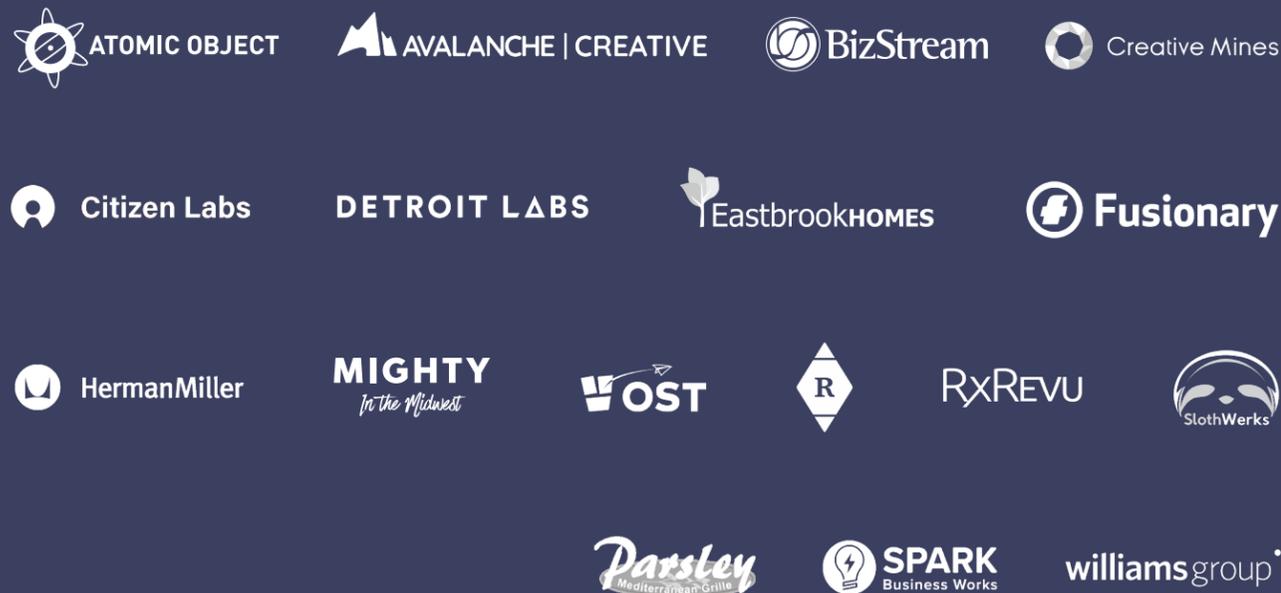


Sponsors

# Some Of Our Past (Really Awesome) Sponsors

At Code for Good, we're building the vital and engaged citizenry that's needed, all thanks to our incredible supporters and our commitment to strong organizational and financial stewardship.

Our community of digital activists are driving real and meaningful change for non-profits. Be part of the action and



# Things We Always Need



Meals for  
Event Volunteers



Beverages  
& Snacks



Office  
Supplies



## In-kind Donations (Custom Donations)

We accept in-kind donations, partnerships, and other donation amounts. Please reach out to a representative to discuss how you can best help our community.

Please reach out to our  
Sponsorship Coordinator at

[sponsor@codeforgoodwm.org](mailto:sponsor@codeforgoodwm.org)

to discuss how you can best  
help our community!

# Sponsorship Tiers

	Kilobyte	Megabyte	Gigabyte	Terabyte	Venue
	\$500	\$1,000	\$1,500	\$2,500	\$4,000
Logo on website	✓	✓	✓	✓	✓
Social media shoutout	✓	✓	✓	✓	✓
Logo on slides		✓	✓	✓	✓
Space at the "CFG Swag" table		✓	✓	✓	✓
Postings to CFG Job Board			✓	✓	✓
Mix-and-mingle invitations			✓	✓	✓
Logo on event signage			✓	✓	✓
Exhibition table at event <sup>1</sup>				✓	✓
Logo on all badges				✓	✓
Speaking time at mix-and-mingle <sup>2</sup>					✓
Event co-branding <sup>3</sup>					✓

2023 SPOT TAKEN BY:

START GARDEN

- 1: Get a table for the weekend to display any promotional materials or projects you want to show to attendees  
 2: Get time to speak to the WFG audience before our mix-and-mingle event, and enjoy your own table at the event to continue the discussion off-stage  
 3: Event is co-branded with your logo and brand name. Example: "Weekend for Good - Powered by [Your Awesome Company]"

# Donating is Easy!

We aren't just looking for sponsors. We're looking for like-minded partners who want to support our community alongside us and ensure that local non-profit organizations are able to realize their visions. If there's a specific way you'd like us to recognize a sponsorship gift that is not listed, we want to hear it. We are open to hearing how we can bring value to you and your audience but we can't make any guarantees.

**We could not do this work without you!**

## For Questions or Inquiries:

ELI LEMONS  
 sponsor@codeforgoodwm.org

## Please make payments to:

CODE FOR GOOD WM  
 3610 Running Brook Drive SE, Grand Rapids, Michigan 49512



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'23

**Sponsorship  
Information**