



# WHY SPONSOR PARENT TO PARENT USA



## WHAT DOES PARENT TO PARENT USA DO?

We empower and support parents, nationwide. Why? Because we understand being a parent of a child with special needs can be a challenge – we’ve been there! The journey is filled with hills and valleys and sometimes feels a little overwhelming. **So, we’re driven to ensure no parent feels alone. Ever.**

### Our Mission

Our mission is to support a [national network of Parent to Parent programs](#) to ensure access to **quality emotional support for families of individuals with disabilities and/or special healthcare needs.**

### Benefits of Parent to Parent

Our research-backed<sup>1</sup> peer support model...

- **Improves coping.**
- **Reduces parenting stress.**
- **Improves parenting self-efficacy, parental wellbeing and children’s behavior.**
- **Leads to positivity and personal growth.**

The [American Academy of Pediatrics](#) endorses parent to parent support as a Family-Centered Practice to improve health outcomes in children and families. And the [Center For Health Care Strategies](#) recognizes the role of parent to parent support in improving children’s healthcare.

In addition, by connecting parents to others going through similar experiences, our programs combat the “epidemic of loneliness” called out by Surgeon General Vivek Murthy. Peer support provides a crucial remedy to the dangers of isolation.

### Quick Facts

Our movement has been around since 1971 and our nonprofit started work in 2003. Our annual Parent to Parent (P2P) USA survey shows:

- **7,000+ trained volunteer Support Parents are ready to mentor parents in need nationwide.**
- **The most common diagnoses of children whose families we serve are autism, intellectual and development disabilities, emotional/mental health, Down syndrome, and other genetic conditions.**
- **P2P staff speak 23 languages.**
- **On average, Support and Referred parents get in touch 2.6 times within the first 2 months of a match.**

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<sup>1</sup> S. Singer, George H., et al. "[A multi-site evaluation of parent to parent programs for parents of children with disabilities.](#)" Journal of early Intervention 22.3 (1999): 217-229.

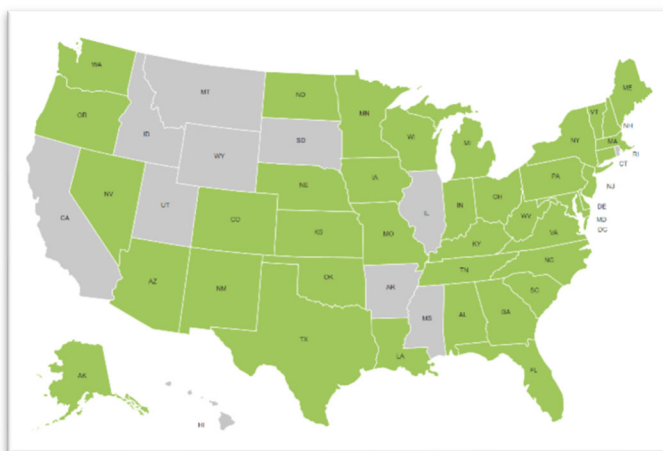
### Sponsorship Benefits

- A short, recorded promotion of your product or service during our virtual events and other placements (video provided by you and subject to approval).
- Targeted communications via our member-only platform, e.g., tailored surveys, targeted campaigns.
- An option for an exclusive webinar or workshop to showcase your expertise to our member organizations.
- Collaboration for creating content, e.g., blog posts, on matters of common interest.
- Acknowledgement via social media (LinkedIn, Facebook, Instagram) messages to targeted audiences.
- Your logo and link to the webpage of your choice featured as a P2P USA sponsor on our homepage.

Thus, P2P leaders and organizations across the U.S. will see your commitment to our families. Which will translate into **new audiences, super-targeted outreach, and new customers.**

### Our Reach

- **Our 40 state-level member organizations reach 8.7 million families and professionals.**
- **We have over 7,000+ trained volunteer Support Parents nationwide.**
- **Our member-only platform connects 190 decision-makers.**
- **Every year we pair 12,000+ Referred families with Support Parents.**



### What Sponsors Say

*"We were contacted by P2P member organizations who heard about us through P2P USA, and many became clients."*

– Sputnik Moment

*"37 P2P USA Alliance members saw us recognized as a sponsor and therefore a leader in supporting the work of connecting parents nationwide."*

– Parent to Parent of Georgia

Sounds promising? Please contact **Marsha Quinn** at [mquinn@p2pusa.org](mailto:mquinn@p2pusa.org) and (253) 256-3467 to start working together.

# PROGRAMS YOU CAN SPONSOR



**DEI CAMPAIGN**



***P2P EN ESPAÑOL***



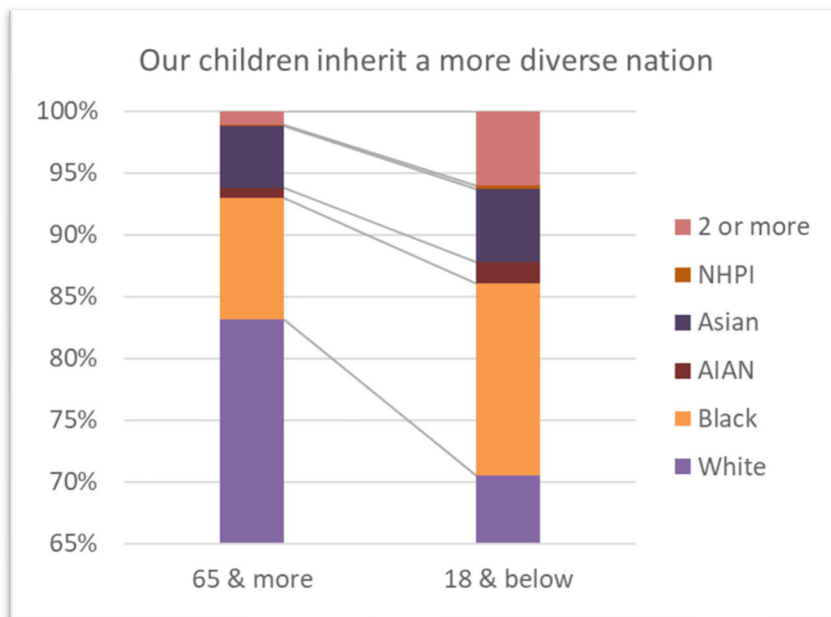
**COFFEE TALK  
SERIES**



**SUPPORT PARENT  
SUMMIT**

## DIVERSITY, EQUITY, AND INCLUSION (DEI) CAMPAIGN

For any parent, there are few things more frightening or hurtful than seeing your child treated unfairly due to biased beliefs about your culture and background. This painful reality is amplified exponentially for the marginalized families we serve, who have children with disabilities or special healthcare needs requiring support services on a regular basis. That is why it is crucial that ALL families, regardless of race, language, or identity, can readily access high-quality care, resources and community support.



Our [campaign for Diversity, Equity, and Inclusion](#) aims to break down barriers that prevent families from getting the help they need for their child to thrive. We are:

- Creating safe spaces, within our network, where parents, volunteers, and staff can exchange experiences, resources, and strategies against inequality.
- Increasing cultural competency and nurturing sensitivity (e.g., through webinars on issues concerning particular communities).
- Reaching out to and recruiting from marginalized groups (by learning from member organizations who have succeeded in these and collaborating with community-based organizations).

What's more, we've set up four task forces dedicated to supporting: Black & Brown Families, Spanish-Speakers, Indigenous Families, and Fathers.

### Why Sponsor

Supporting a community where parents of all backgrounds assist one another is the surest path to making meaningful connections in an increasingly diverse America. This campaign, with committed partners like Ultragenyx and Horizon Therapeutics, represents a long-term investment into the very fabric of inclusion. Join us in nurturing understanding and compassion at the grassroots level across marginalized populations nationwide.

### Become a Sponsor - \$15,000

Contact Marsha Quinn at [mquinn@p2pusa.org](mailto:mquinn@p2pusa.org) and (253) 256-3467 to discuss personalized packages.

This is a two-pronged initiative:

1. Our Spanish-speaking staff use a dedicated platform to share culturally adapted material and social media campaigns and build bonds with Hispanic/Latinx families.
2. We prepare volunteers to become Support Parents by using the Spanish version of our comprehensive, evidence-based training. Our dedicated task force adds on-demand content.



## Why Sponsor

We launched [P2P en Español](#) to meet the skyrocketing need for tailored resources and empowerment among Hispanic/Latinx parents. This campaign represents a portal into a community that deeply values family, care, and collective uplift. By supporting **P2P en Español**, you amplify your commitment to serving Latinx families - and enjoying their support in return. Partnering with us builds an invaluable connection with an audience that keeps growing in voice and influence across America.

## Become a Sponsor - \$10,000

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## SUPPORT PARENT SUMMIT: OCTOBER 9, 2024

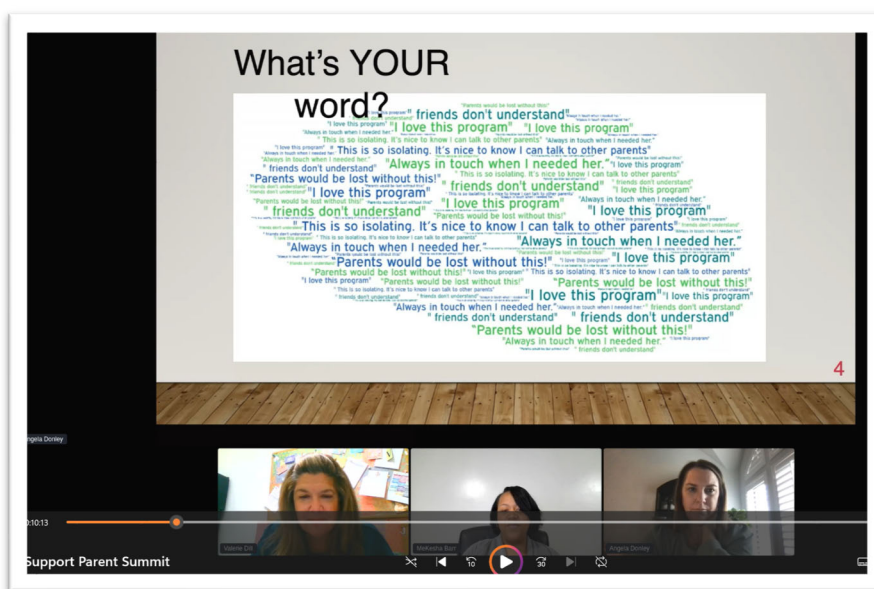
Our Support Parents voluntarily undergo our comprehensive, evidence-based training so they can go beyond empathizing and into actively serving their peers. We inaugurated the summit in 2023, as part of our yearly Leadership Conference, to honor them and inspire others.

At the summit, Support Parents selected by our state-level organizations come together to fete each other, exchange wisdom, and attend skill-building sessions on topics such as self-care, active listening, managing difficult conversations.

### What Attendees Say

*"I appreciated the self-care section. I think as a single mom of 2 special needs kids who works two jobs and supports other parents, I don't always remember to take care of me. If I don't take care of me, I can't be at my best as a volunteer."*

*"I really like the Support Parent Summit but maybe instead of having it during the Leadership Institute, have one day outside of the Leadership Institute for the Support Parent Summit. This way we can focus more on the Support Parents and give them a little more attention and maybe even invite more to attend."*



### Why Sponsor

Support Parents exemplify the finest values of volunteering. By becoming mentors to other parents, they have taken the first courageous steps toward family leadership and advocacy. Their own growth inspires countless others to embark on this journey of service and empowerment. That is why we plan to make the summit a **well-publicized, standalone national event**. Sponsor the summit to honor these remarkable role models.

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## COFFEE TALK SERIES

Since 2020, we have hosted monthly webinars on a range of topics relevant to our parent community. As the pandemic set in, these Coffee Talks became a lifeline - a way for us to offer support, connections, and resources despite rapidly changing conditions.

Initially intended for our member organizations' staff, the series proved so useful and positively received that we decided to open it up. Now all families and service providers are welcome to attend these virtual events. With its ever-growing multisector audience, the Coffee Talk series offers an unmatched opportunity for organizations to explain their work and highlight their offerings.



Here are a few examples:

Date	Topic	Partner
March 2024	Introduction to Intellectual & Developmental Disabilities and Mental Illness	Dr. Zipporah Levi-Shackleford
January 2024	Connecting Parents Nationwide	LifeCourseOnline
November 2023	Autism Care: The Medical Home Philosophy	SPAN Parent Advocacy Network

## Why Sponsor

Our [Coffee Talks](#) draw engaged audiences of parents and providers seeking knowledge and connections. By collaborating with us on a webinar or promoting the series, you gain direct access to highly motivated communities passionate about the welfare of the children they serve. It's a failsafe investment that targets clearly defined markets eager to discover how your organization can empower families and improve young lives. Partnering with us allows you to demonstrate firsthand your commitment to supporting children and youth with special healthcare needs and their families.

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## OUR DEDICATION

P2P USA envisions a future where all parents have access to empowering emotional support, no matter where they live or the needs of their family. We are dedicated to building and growing robust Parent to Parent programs in communities nationwide to realize this vision.



## Will you join us?

Contact [Marsha Quinn](#), Co Executive Director, to start building your personalized sponsorship package today.



[mquinn@p2pusa.org](mailto:mquinn@p2pusa.org)



(253) 256-3467



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