



Strategic Partner Program

Connecting mission-aligned businesses, nonprofits, and foundations with local government leaders for resilience projects

CREATING COMMUNITY IMPACT

CivicWell works to advance sustainable community solutions throughout California and the nation. We form strategic partnerships with businesses, philanthropic organizations, nonprofits, and other groups to help create a strong pipeline of transformative projects.

Through our Strategic Partner Program, we connect our network of local government officials with mission-aligned leaders who can provide a range of support—from planning to feasibility to financial implementation.

By becoming a member of the Strategic Partner Program, you expand your impact through cutting-edge initiatives advancing sustainable, equitable, and resilient community solutions.

We strive to provide Strategic Partners with opportunities to build relationships with local elected officials and leaders, deepen your impact, and grow brand recognition in the clean and green economy.



Breaking ground at Pogo Park in Richmond, CA



"Becoming a Strategic Partner with CivicWell was an easy decision for us. No other organization has the depth of experience advocating for transformational policies and working with communities to enact real change. As a Strategic Partner, we get the opportunity to engage with and be thought partners to communities and policy makers that are looking for real solutions to big challenges."

Josh Brock
Vice President of CCA Commercial Operations
Calpine Energy Solutions

2023 IMPACT

We inspire, equip, connect, and cultivate civic leadership for local innovation and community change.

19 
RESOURCES

New reports, tools, webinars, and guides created

 **600**
HOURS

of programming provided to support and inspire local leaders

32 
MILLION+ RESIDENTS

live in areas where CivicWell is building local capacity

37K 
LEADERS

connected through coalition work, projects, and events

MEETINGS & EVENTS **184**

organized to engage communities and move priorities forward

\$126 
MILLION AWARDED

Provided outreach and technical assistance to under-resourced communities, with \$126.7M awarded for clean and shared mobility, GHG emissions reduction, local revitalization, and water sustainability projects

134,262 
HOURS

CivicSpark Fellows served over 134k hours in 2023, a value of \$4.98 million

16 
BILLS SIGNED INTO LAW

We supported 42 bills, 16 of which became law

NEW 
PARTNERSHIPS

We are expanding our technical assistance services and CivicSpark program nationally by partnering with new agencies as a trusted provider

 **\$65**
MILLION

Our advocacy contributed to \$65 million included in the state budget to advance projects that support SGMA implementation

185 
CIVICSPARK FELLOWS

across our 22-23 and 23-24 service years are building local capacity to address resilience issues in CA, CO, and WA

EVENTS

We host many events each year including intimate in-person gatherings, practical webinars, regional meetings, and statewide conferences. There are many ways that Strategic Partners can be involved in these events including hosting a networking event, collaborating on a webinar, sponsoring a meal, and more. Read on for information about our high-profile conferences.

CivicWell Policymakers Conference

This intimate gathering brings together over 100 mayors, city council members, and county supervisors in an inspiring and collaborative environment. The event is designed to support local elected officials with tools and partnership opportunities to implement innovative solutions to our most pressing community challenges. Strategic Partners appreciate the in-depth conversations and lasting connections found here.

California Climate & Energy Forum

The CCEC Forum brings together several hundred local government staff, elected officials, and community organizations to collaborate in their efforts to advance fair and equitable climate change and energy practices. It is a great opportunity for Strategic Partners to engage with leaders from various sectors and levels of government.



[The CCEC Forum] is a well organized and extremely informative event. 2023 was my second time attending and the workshops I attended and the connections I was able to make were priceless.

Shanette Anderson
Emerald Cities Collaborative

California Adaptation Forum

This biennial forum gathers community leaders, decision-makers, technical experts, and practitioners working to connect and learn about new policies and tools, project successes and lessons learned, and emerging opportunities to build climate resilience in the near-term and over the coming decades. A significant factor in its success is its appeal to leaders from a diverse range of sectors and disciplines. Nearly 700 people attended the 2023 event.



I find [the CivicWell Policymakers Conference] to be the best way to meet other electeds and learn how they solve common issues with my community. Over the years, some of my best initiatives have been driven by something I learned from the conference.

Anna Klovstad
Councilmember
Town of Truckee



YOUR \$30,000 PARTNERSHIP CAN FUND

- A regional gathering for local elected officials and/or community leaders to share best practices, challenges and successes, and upcoming opportunities in the region—focus areas could include coastal resilience, affordable housing, funding for infrastructure projects, disaster preparedness, or others



YOUR \$15,000 PARTNERSHIP CAN FUND

- A multi-day charrette to help an under-resourced community identify needs and creative solutions around main street revitalization, equitable mobility options, or other priorities
- A webinar series to educate hundreds of local leaders on relevant resilience topics in housing, climate adaptation, mobility, energy, or water

YOUR \$10,000 PARTNERSHIP CAN FUND

- Technical assistance from CivicWell to help a marginalized or low-income community develop competitive grant applications to increase its chance of bringing transformative funding into the community
- CivicWell's biweekly email newsletter for local elected officials highlighting the most important policy news



YOUR \$5,000 PARTNERSHIP CAN FUND

- Two local elected officials from low-income communities to attend a multi-day event for free, where they can build connections and learn best practices to build community resilience
- Our outreach work to raise awareness around a piece of legislation (through opinion pieces, email and social media outreach to our audience, etc.)

STRATEGIC PARTNER BENEFITS

We strive to provide Strategic Partners with opportunities to build relationships with local elected officials and leaders, expand your impact, and grow brand recognition in the equitable resilience field. In 2023 alone, we reached over 37,000 leaders through our events, coalition work, resources, communications, and projects.

BENEFITS	PLATINUM \$30,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Complimentary attendance at the biennial California Adaptation Forum	4	2	2	1
Complimentary attendance at annual CivicWell Policymakers Conference	2	2	1	
Logo in CivicWell's Impact Report	✓	✓	✓	✓
Logo in CivicWell email newsletter	✓	✓	✓	✓
Social media acknowledgment	4	2	1	
Member rates for all CivicWell events	✓	✓		
Company spotlight on civicwell.org	✓	✓		
Host a webinar for CivicWell members	✓			
Customization options (next page)	2	1		

CUSTOMIZE YOUR PARTNERSHIP

For Strategic Partners at the Platinum and Gold levels, we offer several options to build a customized partnership. We look forward to working with you so you can achieve maximum impact while helping create thriving, climate-resilient communities throughout California and beyond.

Please review the options below. For questions or to discuss further, contact Haley Ausserer-Zelaya at hazelaya@civicwell.org.

PREMIUM BENEFITS

SPONSORED CONTENT IN E-NEWSLETTER OR WEBSITE ARTICLE

CivicWell will provide one branded spot in an email newsletter or on our website. Strategic Partners may share an educational message or resource (150 words) related to resilience issues. All messages must be approved in advance. We have a number of targeted lists available, and see higher than industry average open rates (on average 35-50%).

CO-HOST A CIVICWELL EVENT

Join us in presenting an event to our members. We host a number of in-person and virtual events throughout the year for local elected officials and community leaders, and any one of these is a fantastic opportunity to grow your visibility and build connections with policymakers.

CO-AUTHOR A POLICY ENDORSEMENT

CivicWell often supports legislation, and takes public stances on policy. Strategic Partners have the opportunity to share a collaborative endorsement in the form of a statement, opinion piece, or press release.

IMPLEMENT YOUR UNIQUE IDEA

CivicWell will work with you to customize a benefit that will fit your needs. Potential strategies include CivicWell submitting an Op-Ed on an agreed-upon mission-aligned topic or assisting in providing policy recommendations. We will work with your team to identify the most impactful direction.

CIVICWELL

520 Capitol Mall, Suite 440
Sacramento, CA 95814

Tel. 916.448.1198

civicwell.org



STRATEGIC PARTNER PROGRAM

Membership Application

Thank you for your interest in the CivicWell Strategic Partner Program. Please enter your information below, and we will be in touch shortly. If you have any questions, contact Haley Ausserer-Zelaya at hazelaya@civicwell.org.

AGENCY

SPONSORSHIP LEVEL

<input type="checkbox"/> Platinum \$30,000	<input type="checkbox"/> Gold \$15,000	<input type="checkbox"/> Silver \$10,000	<input type="checkbox"/> Bronze \$5,000
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PREMIUM BENEFITS *Platinum and Gold level partners, contact us to coordinate.*

PRIMARY CONTACT NAME

TITLE

EMAIL

PHONE

BUSINESS ADDRESS

PAYMENT METHOD

<input type="checkbox"/> ACH Transfer	<input type="checkbox"/> Check
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Payment is due in full within 30 days of submission of this form. If paying by bank transfer, please contact ar@civicwell.org. Please make checks out to "CivicWell" and mail to the address below. Due to the ongoing nature of the sponsored work, all payments are considered final.

CIVICWELL

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