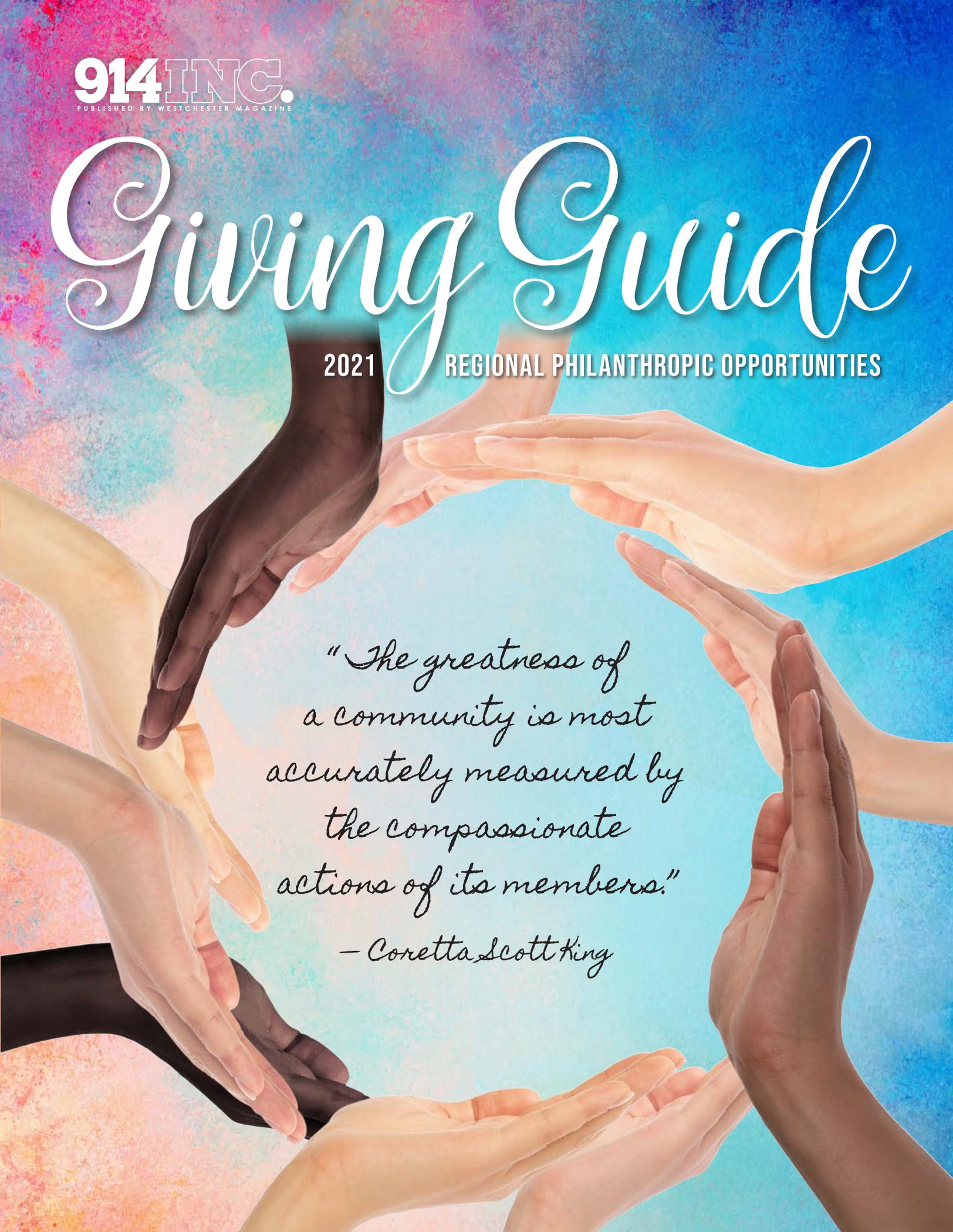


Giving Guide

2021 REGIONAL PHILANTHROPIC OPPORTUNITIES

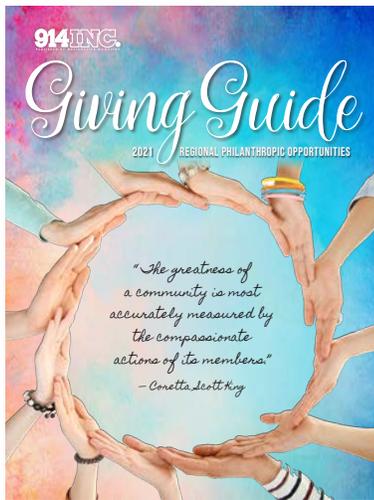


*"The greatness of
a community is most
accurately measured by
the compassionate
actions of its members."*

— Coretta Scott King

Publication Date: October 26, 2021

914INC. is excited to bring you the first annual **Giving Guide: Regional Philanthropic Opportunities**. This supplement, featuring the area's nonprofit organizations, will be included in the Oct./Nov. issue of 914INC. It will also be distributed by Nonprofit Westchester and and at events throughout the year. The **Giving Guide** provides nonprofits with a unique opportunity to have year-long exposure to the region's most influential leaders who are looking to support our most important community resources.



GIRL SCOUTS OF THE CHESAPEAKE BAY
201 OLD BALTIMORE PIKE, #4000, 21115 | 410.326.4400 | GSCB.ORG

OUR MISSION
Building girls of courage, confidence and character, and women who inspire the world.

HOW WE MAKE AN IMPACT
The Girl Scout Leadership Experience is a world-class leadership development program for girls, with proven results. Empowering a Girl Scout does more than expand STEM, the outdoors, development of life skills, and entrepreneurship, and is designed to meet her where she is now and to grow along with her. Whether she's building a robotic arm, coding her first app, or trying, failing, and trying again, Girl Scouts has an exciting array of choices to suit her interests at every age.

GIVING OPPORTUNITIES
There are many ways you can support the Girl Scout Leadership Experience through our local group. Contributions benefit local and provide direct support to continue the best leadership experience for girls in the world. Giving opportunities include: helping to fund our annual camp, program materials, camp scholarships, annual Women of Distinction events, planned gifts and company matching gifts.

VOLUNTEER OPPORTUNITIES
Girl Scouts seeks our volunteers and provides numerous opportunities for individuals and groups to make a difference in the lives of girls. Volunteer opportunities include being a troop leader, teaching girl outdoor skills such as archery and kayaking, serving on the Board of Directors or Board Committees, assisting with fundraising events, helping with the management of our camp and office operations, and more.

LEADERSHIP
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Diane Sparks, 2nd Vice Chair
Jenny Hall, 1st Vice Chair
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Invest in girls. Change the world.

Everything a Girl Scout does has been developed especially for, and is tested by, girls. Girl Scouts is a world where girls can do, and be whatever they dream. Our generous sponsors allow us to provide resources to prepare girls for a lifetime of leadership, success, and adventure that every **G.I.R.L. (Go-Getter, Innovator, Risk-taker, Leader)**™ deserves.

Invest in girls today at gscb.org/support or call 1(800)341-4007

EARLY BIRD DISCOUNT
July 15th
Save 10%

Your Investment Includes:

A full page profile in the 2021 Giving Guide and the digital version of the Giving Guide on WestchesterMagazine.com, which will be available for your organization to share in your own marketing efforts.

OCT./NOV. ISSUE
SPACE RESERVATION DEADLINE: **October 1, 2021**
PUBLICATION DATE: **October 26, 2021**

914INC. BY THE NUMBERS

- Total readers per issue **99,039**
- 70%** Male, **30%** Female
- 65%** are Owners, C-level, or other senior management personnel
- 93%** are age 35-64. Average = 54
- 82%** completed college and/or post graduate
- Average HHI: **\$286,723**
- 75%** make \$150,000 or more

Establish a presence and create connections throughout the year among business leaders.

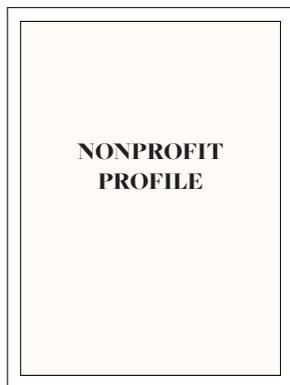
This annual supplement will be inserted in the Oct./Nov. issue of 914INC.

The **Giving Guide** will also be distributed at events targeted to the business community throughout the year.

Giving Guide Package Can Be Utilized In Three Ways

Option A

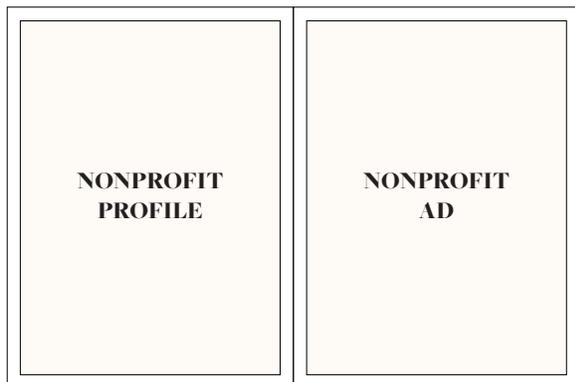
SINGLE FULL PAGE: Nonprofit profile



Option B

DOUBLE PAGE SPREAD: Nonprofit profile plus adjacent full page ad.

This package can be purchased by a for-profit business and donated to a nonprofit organization.



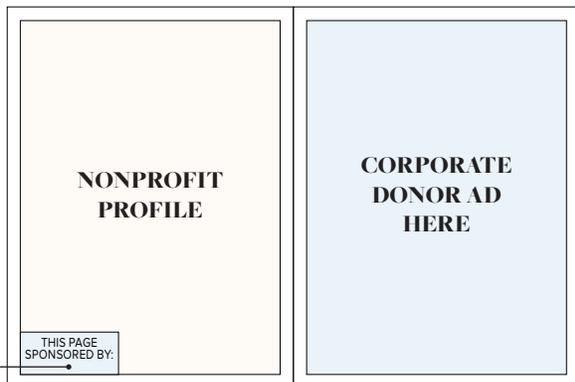
Option C

SHARED SPREAD:

Nonprofit profile (donated by sponsoring corporation)

Full page ad for the corporate donor

Corporate Sponsor Logo on nonprofit's profile



GENERAL ADVERTISING

Option A

Nonprofit profile

\$1,500

Option B

Nonprofit profile plus adjacent full page ad

\$2,500

Option C

Nonprofit profile (donated by sponsoring corporation);

Full page ad for the corporate donor;

Corporate Sponsor Logo on nonprofit's profile.

\$3,250

Corporate Full Page

\$2,750 (with ROP Placement)

PREMIUM PLACEMENT

Back cover

\$3,500

Inside front cover

\$3,200

Inside back cover

\$3,000

GIVING GUIDE SPONSOR

Includes full page ad with premium placement and logo placement on the front cover of the print and digital editions.

\$5,500

EARLY BIRD DISCOUNT

Save 10% if signed on by

July 15, 2021



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