

# FRANNIE PEABODY CENTER



## SOUTHERN MAINE AIDS WALK/5k

SATURDAY, MAY 10th 2025



FOR MORE INFORMATION

[peabodycenter.org/aidswalk](https://peabodycenter.org/aidswalk)

# FRANNIE PEABODY CENTER

Comprehensive HIV & AIDS Services

## ABOUT THE EVENT

The Southern Maine AIDS Walk/5K Run is a premiere community event and Frannie Peabody Center's largest annual fundraiser, drawing runners, walkers and supporters from across Maine since 2009, and offering excellent opportunities for engagement and sponsorship. This year's event will give sponsors an opportunity to connect with participants and gain visibility through a wide landscape, including on all our social media platforms from pre to post event activities.

The event will continue to offer online participation in addition to in-person event registration to maintain the expanded reach that we experienced over the past two years. This also ensures that our sponsors experience an increase in online promotion and participant engagement from individuals not just in our local community, but across the United States.

## WHY SPONSOR

Sponsorship of this event provides affiliation with a well-known cause and organization, and provides excellent return on investment through some of the following:

- Over 3,500 unique visitors through internet, media, and marketing campaign
- Appeal to wide cross-section of amateur and competitive runners - approximately 350 fundraising runners/walkers
- Over 6,000 website hits
- Statewide and local media outreach/campaign
- Past sponsors include Harvard Pilgrim Health Care, KeyBank, Maine Medical Center, Bangor Savings Bank, and many others.

## SPONSORSHIP LEVELS (Promotion spans Feb.5 through post-event)

### \$5,000 and Above Sponsor ..... \$5,000

- Logo prominently displayed on all promotional materials, including social media, media/ print advertising, event website and t-shirts or other takeaway items
- Year-round logo placement FPC website
- Logo displayed on route markers, banners, etc.
- Opportunity to share company messaging on FPC's website and social media outlets
- Formal acknowledgment throughout pre-event and event period on all virtual platforms
- Opportunity to distribute company supplied give-aways to participants via mail
- Opportunity to display/distribute branded materials and table at event
- 10 free registrations for team members

### Principal Sponsor ..... \$2,500

- Logo prominently displayed on all promotional materials, including social media, media and print advertising, and t-shirts or other takeaway items
- Year-round logo placement FPC website
- Formal acknowledgement and logo shared throughout pre-event and event period

- Opportunity to distribute company supplied give-aways to participants via mail

- Opportunity to display/distribute branded materials and table at event
- 5 free registrations for team members

### Lead Sponsor ..... \$1,000

- Logo prominently displayed on all promotional materials, including social media, media and print advertising, and t-shirts or other takeaway items
- Formal acknowledgment throughout pre-event and event period on all virtual platforms

### Contributing Sponsor ..... \$500

- Logo displayed on event website, Business name listed on event t-shirts

For more information contact: Celine Burrows, Development Coordinator, 207.619.8016, [cburrows@peabodycenter.org](mailto:cburrows@peabodycenter.org)

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

# FRANNIE PEABODY CENTER

Comprehensive HIV & AIDS Services

## Agency Summary and Programs

### Contact Person:

Celine Burrows, Development Coordinator

Email: [cburrows@peabodycenter.org](mailto:cburrows@peabodycenter.org)

Phone: 207-619-8016

### Website and Social Media Handles:

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

[facebook.com/franniepeabodycenter](https://facebook.com/franniepeabodycenter)

[instagram.com/franniepeabody](https://instagram.com/franniepeabody)

**Frannie Peabody Center** is Maine's oldest and largest AIDS service organization, providing comprehensive care for the HIV/AIDS-affected community. The agency is the result of a 2002 merger between Portland's The AIDS Project (1985) and Peabody House (1995), two organizations with long, progressive histories in the fight against HIV/AIDS in Maine. FPC addresses the impact of HIV/AIDS through case management, support services, behavioral health counseling, prevention, education, and confidential HIV and Hepatitis C testing services throughout the state of Maine. Our integrated and specialized array of medical case management services help coordinate care and emergency assistance, which includes dental, vision, food, and heating.

**Mission:** Empowering and supporting people living with or affected by HIV/AIDS in Maine through integrative care, education, advocacy, and prevention services.

**Values:** Frannie Peabody Center is driven by our extensive history of delivering client-centered services and support for people living with or affected by HIV/AIDS, co-occurring conditions, and barriers to care. Frannie Peabody Center fosters compassion, resilience, courage, transparency, inclusiveness, collaboration, and innovation, while remaining steadfast in our goals of supporting sustained health for our clients and the community as a whole.

**Programs:** Medical Case Management, Housing Assistance, Behavioral Health Support, Prevention Services (HIV & Hep C Testing/Counseling)

*\*FPC utilizes confidential phone-in interpretation services to assist clients*

30 Danforth St. Suite 309, Portland ME 04101



# 2024 Impact Statement Overview

**Viral Load Suppression Rate: 90%**

FPC’s Direct Client Financial Assistance fulfilled 195 emergency food requests

Tim Stein Catalyst Fund fulfilled 54 financial assistance requests:

- 43% of requests were urgent, last resort
- 57% of requests were last resort, solution leading to long-term stability

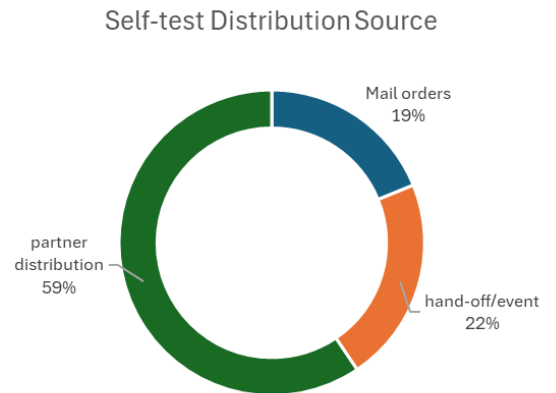
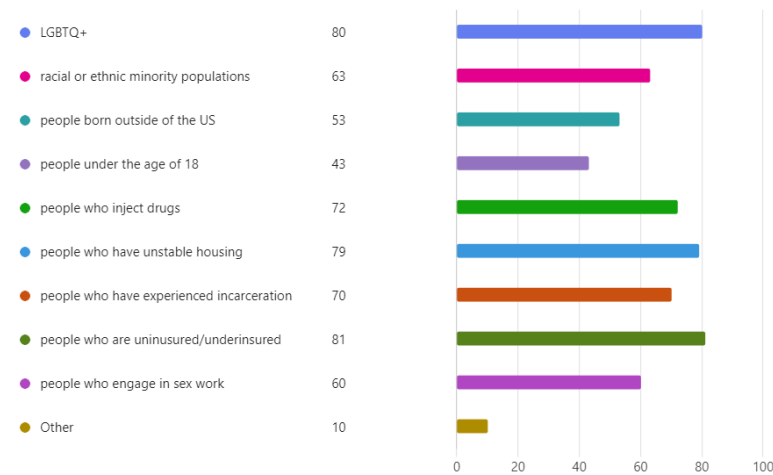
FPC provides a HOPWA housing subsidy for about 70 households with over 120 families on the waitlist

**Prevention:** Over 1,000 HIV self-test kits have been distributed so far in 2024

\*2023 total was 1,048. FPC has active partnerships with over 20 distribution sites reaching target populations.

## Populations Reached by Partner Distribution Sites

\*quantities indicate frequency of reported reach



## Peer Support Group – Participation and Outcomes

- Participants are between the ages of 36-70
- Groups sessions are facilitated to meet the interpretation needs for 7 unique languages spoken

