

WOMEN *helping* WOMEN

2027 SPONSORSHIP OPPORTUNITIES

Thank You For Your Consideration!

The success of Women Helping Women depends on the generous support of our community and companies like yours. Your partnership helps us ensure that women, children and families in Central Iowa have access to high-quality mental health care, regardless of financial barriers. We deeply value our collaborative relationships and welcome the opportunity to work together to inspire hope and healing for those who need it most.

✿ **LOCATION:
TO BE DETERMINED**

✿ **FRIDAY,
MAY 21, 2027**

✿ **11:00 AM - 1:00 PM**

515.274.4006

whw@mindspiritcenter.org

mindspiritcenter.org/whw

History of Women Helping Women



*Former Executive Director, Ellery Duke
with guests from WHW 2012*

Where We Started

Women Helping Women began in 1999 as a heartfelt response to the growing need for mental health services for women and the desire to break the stigma surrounding mental health. The inaugural luncheon was held in a conference room at the Methodist Conference Center, bringing together fewer than 100 compassionate individuals determined to make a difference. Over the years, the event grew steadily, hosted in local halls and ballrooms to accommodate increasing interest and support.

**Since 1999, this event has raised over \$2.95 million
to transform lives in our community!**

Where We Are Now

Going into its 29th year, this luncheon is expected to welcome nearly 600 guests, all united in support of accessible, high-quality mental healthcare for women, children and families in Iowa. This signature event celebrates the power of awareness, advocacy and collective generosity while inspiring action and meaningful change. As our audience and impact continue to grow, Women Helping Women remains a place where community members, corporate partners and advocates come together to strengthen mental health services and ensure more individuals and families receive the care they deserve.



*An intimate conversation at the 2026 luncheon
featuring Mollie Cooney & Amy Putney Koenig*

About the Center

Established in 1972, Mind & Spirit Counseling Center has grown into one of the largest counseling groups in central Iowa, impacting tens of thousands of lives over its 50-year history. Originally founded as Des Moines Pastoral Counseling Center, the Center has evolved into an independent, not-for-profit, community-based organization with no formal affiliation to any faith group or organization.



Over the years, the Center has expanded its services, staffing and facilities to meet the changing needs of the community. What has remained constant is our unwavering commitment of walking with people through counseling and education to find hope and healing, and to live a fulfilling life. Mind & Spirit Counseling Center continues to be a welcoming place for individuals from all walks of life, providing inspiration, hope and healing of body, mind and spirit.

Letter from Amy

Thank you for considering a sponsorship for Women Helping Women. This signature event plays a vital role in advancing the mission of the Center. Because we believe everyone deserves access to care, regardless of their ability to pay, the support of compassionate community partners like you is essential. Together we can continue expanding hope, healing and meaningful impact for those who need it most.



Amy Doyle

Amy Doyle
Executive Director

A Year at a Glance

Nearly 2,000 individuals served through counseling, psychiatry and psychological testing

Over 800 children and teens' lives touched through our Children Overcoming the Obstacles of Life program (C.O.O.L.)

Over 30% of services subsidized for clients who were uninsured, underinsured or from low-income households

Snapshot of our Clients:

70%

identify as women/girls

28%

from diverse backgrounds

5%

LGBTQIA+ individuals



\$10,000

PRESENTING SPONSOR

*Tax Deductible Amount:
\$9,400*

PRE-EVENT RECOGNITION

- Sponsor highlighted in a featured blog post, including an optional video interview.
- Sponsor logo included in the newsletter header through June 2027 (sent to 3,850 supporters).
- Sponsor logo featured multiple times on social media, including an exclusive spotlight post.
- Sponsor logo displayed prominently on the Center's homepage graphic and event page.
- Sponsor logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by TBD.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

EVENT RECOGNITION & BENEFITS

- Enjoy two reserved tables (20 tickets) in a premium location, with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, May 7, 2027**
- Sponsor has the option to host a table or booth in the venue lobby during the networking portion of the event.
- Sponsor has the option to provide a branded gift or handout for each guest in attendance.
- Venue Signage:
 - Sponsor logo prominently displayed on welcome signage inside the venue.
 - Reserved tables marked with prominent signs featuring the sponsor logo.
- Event Program Features:
 - Sponsor logo included on a rotating digital sponsor reel.
 - Verbal recognition as the Presenting Sponsor during the 2027 Women Helping Women honoree and speaker segments.

POST-EVENT RECOGNITION

- Option to host a Lunch & Learn with a clinician from Mind & Spirit Counseling Center at the sponsor's organization or gift this experience to an organization of choice.
- Sponsor logo prominently featured in the header of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
 - Sponsor logo included in the 2027 Women Helping Women recap video.
 - Featured in the 2028 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



\$7,500

VISIONARY SPONSOR

*Tax Deductible Amount:
\$7,200*

PRE-EVENT RECOGNITION

- Sponsor logo included in the newsletter footer through June 2027 (sent to 3,850 supporters).
- Sponsor logo featured multiple times on social media, including an exclusive spotlight post.
- Sponsor logo displayed on the Women Helping Women event webpage.
- Sponsor logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by TBD.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets) in a premium location, with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, May 7, 2027**
- Sponsor logo will be prominently displayed at a featured interactive experience in the venue lobby.
- Venue Signage:
 - Sponsor logo prominently displayed on welcome signage inside the venue.
 - Reserved table marked with prominent sign featuring the sponsor logo.
- Event Program Features:
 - Sponsor logo included on a rotating digital sponsor reel.
 - Verbal recognition during the event program.

POST-EVENT RECOGNITION

- Sponsor logo featured in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
 - Sponsor logo included in the 2027 Women Helping Women recap video.
 - Featured in the 2028 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



\$5,000

LEADERSHIP SPONSOR

*Tax Deductible Amount:
\$4,700*

PRE-EVENT RECOGNITION

- Sponsor logo included in the newsletter footer through June 2027 (sent to 3,850 supporters).
- Sponsor logo featured multiple times on social media, including an exclusive spotlight post.
- Sponsor logo displayed on the Women Helping Women event webpage.
- Sponsor logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by TBD.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets), with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, May 7, 2027**
- Venue Signage:
 - Sponsor logo prominently displayed on welcome signage inside the venue.
 - Reserved table marked with prominent sign featuring the sponsor logo.
- Event Program Features:
 - Sponsor logo included on a rotating digital sponsor reel.
 - Verbal recognition during the event program.

POST-EVENT RECOGNITION

- Sponsor logo featured in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
 - Sponsor logo included in the 2027 Women Helping Women recap video.
 - Featured in the 2028 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



\$2,500

SUPPORTING SPONSOR

Tax Deductible Amount:
\$2,350

PRE-EVENT RECOGNITION

- Sponsor name included in the newsletter footer through June 2027 (sent to 3,850 supporters).
- Sponsor name featured multiple times on social media during promotion of the event.
- Sponsor name listed on the Women Helping Women event webpage.
- Sponsor name included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by TBD.**

EVENT RECOGNITION & BENEFITS

- Enjoy five (5) complimentary tickets to the event! **Deadline for headcount: Friday, May 7, 2027**
- Venue Signage:
 - Sponsor name prominently displayed on welcome signage inside the venue.
 - Reserved table marked with prominent sign featuring the sponsor name.
- Event Program Features:
 - Sponsor name included on a rotating digital sponsor reel and listed in the digital event program.

POST-EVENT RECOGNITION

- Sponsor name listed in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
 - Sponsor name included in the 2027 Women Helping Women recap video.

TABLE HOST - \$1,500

Tax Deductible Amount: \$1,200

EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets), with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, May 7, 2027**
- Venue Signage:
 - Table Host name prominently displayed on welcome signage inside the venue.
 - Reserved tables marked with signs featuring the Table Host name.
- Event Program Features:
 - Table Host name listed in the digital event program.

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THANK YOU FOR YOUR PARTNERSHIP!

We are deeply grateful for your interest in sponsoring the 29th annual Women Helping Women luncheon. Your support helps us empower women, children and families in need and sustain the vital work of Mind & Spirit Counseling Center.

Securing your involvement is easy—simply visit mindspiritcenter.org/sponsorship to complete the online commitment form. The form allows you to choose between paying your sponsorship now or pledging your support for later.

If you have any questions or encounter any issues, please don't hesitate to reach out to Heather Stuyvesant, Director of Development, at **515-564-5122** or email whw@mindspiritcenter.org.

Thank you for helping make this special tradition possible. We are honored to partner with you in making a meaningful impact!

THANK YOU TO OUR VALUED 2026 SPONSORS

Presenting Sponsor | \$10,000

Sally Wallace

Media Sponsor

BusinessRecord

Leadership Sponsors | \$5,000



Carol Bodensteiner, *in honor of Jeriann Ritter* | Rusty Hubbell
La Donna and Rich Matthes | Terri Vaughan, *in honor of Suzanna de Baca*
Susan and Carl Voss, *in honor of Suzanna de Baca*
Michele and Steve Whitty | Kathi Zimpleman